OCTOBER 6, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

A Salute to the

RADIO STATIONS

of the

Columbia Broadcasting System

from

CAMEL Cigarettes

We are proud to join you and the Motion Picture Industry in helping to maintain the magnificent work being done by the *Motion Picture Relief Fund* and its *Country House* ...through The Screen Guild Players Program.

CAMEL CIGARETTES PRESENT

The Screen Guild Players

FALL PREMIÈRE OCTOBER 6

BING CROSBY • INGRID BERGMAN

"The Bells of St. Mary's"

MONDAY EVENINGS • Columbia Broadcasting System

10:30 P.M., E.T. 9:30 P.M., C.T. 8:30 P.M., M.T. 7:30 P.M., P.T.

NEXT WEEK: BOB HOPE, DOROTHY LAMOUR
"MY FAVORITE BRUNETTE"

Advertisers and Agencies ***AGAIN***

VOTE TOP AWARD TO WCOP

"...for outstanding audience promotion of ABC Programs"

For the second consecutive year WCOP wins one of the three top awards for outstanding audience promotion in Group 1 (for cities of over a half-million population).

These awards are based on an ABC poll of advertisers and advertising agencies. Naturally, we're delighted. But we don't work to win awards for the station; we work to *sell merchandise* for advertisers. There's no secret to WCOP success. Here are three good reasons for it:

The market is America's third richest and it's gathered compactly into the most densely populated area in America. Radio reaches Greater Boston more efficiently than any other medium, because here is America's highest per capita ownership of receiving sets.

WCOP programs have won tremendous Greater Boston acceptance, because outstanding local programs are developed to match the high quality of our ABC network shows. Constant advertising through courtesy announcements, outdoor boards, window displays, and newspapers in Greater Boston and in 90 *suburban towns* keep a great audience constantly alerted to program events.

WCOP merchandising combines smart planning with constant leg-work to keep advertisers' products continually in the mind of the retailer at the point of sale. Regular mailings to dealers, window displays, a monthly dealer magazine, "Sales Spotlight" and personal calls keep cash registers jingling for WCOP advertisers. That's the award we work for (and win) every day—*increased sales for WCOP clients.*

WCOP Boston

A **Cowles** Station
Exclusive American Broadcasting Company Outlet in Boston

Announcing...

the appointment

of

WEED and Company

as exclusive

national sales representatives for

WCBM, Baltimore affiliate of

the Mutual Broadcasting System

WCBM

John Elmer, *President* George H. Roeder, *General Manager*

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BROADCASTING... at deadline

Closed Circuit

EDITOR'S NOTE: Revise item in CLOSED CIRCUIT Aug. 4 stating FCC Chairman Charles R. Denny would leave FCC by year's end to enter private business or private practice. Make it on or about Dec. 1.

DON'T TAKE too lightly persistent stories about "ripper" bill to dissolve FCC early in next Congressional session. Republican leadership, in high dudgeon over antics of several independent agencies, refurbishing plan to abolish FCC which would terminate tenures of personnel and then promptly enact new bill creating new commission. Thus, President Truman would appoint new members and Senate would get confirmation whack at 'em. Only safe bet from Republican standpoint would be Commissioner Robert F. Jones, for a decade darling of economy-bent leadership.

RUTHRAUFF & RYAN, New York, reportedly readying spot announcement campaign for American Airlines.

MOTION picture industry is going in for editorial films, following lead of radio on editorializing. Plan is to use shorts to sell free American movies on parity with press, radio.

FEDERAL TRADE Commissioner Lowell Mason, who has repeatedly departed from staid FTC procedures, soon will pop plan for enforcement of proposed new NAB code through Trade Conference method under FTC auspices. He is likely to suggest that enforcement be turned over to Trade Commission by NAB.

STRONG opposition to standards by several West Coast independents, who threaten to quit association unless changes are made. They claim code is impractical and threatens financial ruin. President Justin Miller to answer code questions at Oct. 9 luncheon of Southern California Broadcasters Assn.

SURPRISINGLY small number of code comments received at NAB headquarters despite request that membership submit criticisms and suggestions. Since code rewrite committee meeting is only month away, NAB will wire board members asking them to forward letters promptly so preliminary screening can be started. Area of disagreement on vital document at this point affects relatively few paragraphs. Industry standards to become effective next Feb. 1.

CURE will be announced any day for one of television's nagging headaches — apartment house antennas. New type of single antenna will serve all apartments in building. It's simple and won't be architectural eyesore like clothesline installations serving standard band receivers.

AS ANTENNA trouble is cured, though, television must find specific for new ailment—

(*Continued on page 90*)

Upcoming

Oct. 6-8: Assn. of National Advertisers annual meeting, Hotel Chalfonte, Haddon Hall, Atlantic City, N. J.

Oct. 6-9: Financial Advertisers Assn. Convention, Waldorf-Astoria, New York.

Oct. 12-15: AAAA Pacific Council annual meeting, Ahwahnee Hotel, Yosemite National Park, Calif.

(Other Upcomings on page 81)

Bulletin

MARTIN BLOCK, disc m.c., severed relations with KFWB Hollywood by mutual consent after filling four months of three-year contract. Before release, Block agreed not to appear on local stations before June 1, 1950, end of contract. KFWB asked release from obligation to MBS, which takes Block's show from KFWB for network. Block remains on MBS, from KHJ Hollywood.

AP BOARD Friday elected to associate membership 441 radio stations including owned-and-operated stations of NBC, CBS, Texas State Network, Yankee Network, Don Lee Broadcasting System (see early story on page 17).

NEW WHITEHALL OFFICERS

FOUR vice presidents appointed by Whitehall Pharmacal Co., New York. Richard G. Rettig, in charge of advertising; E. L. Bernegger, in charge of retail and wholesale sales; Ira D. Joel, in charge of chain store sales; Dr. Robert P. Herwick in charge of medical research, control and development. Whitehall Pharmacal Co. represents Packaged Drug Division, American Home Products Corp.

Business Briefly

PHILIP MORRIS SHIFT ● CBS Package show with Dinah Shore-Harry James combination reported replacement for *It Pays to Be Ignorant*, Fridays 10-10:30 p.m. for Philip Morris Cigarettes. Contracts drawn up by Biow Co. not signed at weekend.

BENDIX OPENS ON WGN ● Tommy Bartlett will m.c. new audience participation show, *Meet the Stars*, on WGN Chicago. Bendix Home Appliances sponsors Monday through Friday 2-2:15 p.m. (CST) for 13 weeks starting Oct. 6. Agency, Tatham-Laird, Chicago.

PEARSON CO. ADDS FOUR ● John E. Pearson Co., New York and Chicago, station representatives, has added KXOL Fort Worth, KRRV Sherman, Texas, KELP El Paso, WHIZ Zanesville, O. Company resigned as representative of WMLO Milwaukee and WINK Fort Myers Fla.

CANDY CAMPAIGN ● Klein Chocolate Co., Elizabethtown, Pa., (Nic-L-Nut Chocolate Bar) plans one-minute spot campaign with transcriptions prepared by Al Buffington Co., Baltimore. Agency, Frank L. Blumberg, Baltimore.

MBS ADDS CO-OP Show ● *Alexanders Mediation Board*, Sundays, 8-8:30 p.m., has been added to MBS co-op program list. Pepto-Mangnan will sponsor in New York. Agency, Grey Adv., New York.

DRY-EX SPOT SERIES ● Commercial Solvent, Terre Haute, Ind. (Dry-Ex Anti-Freeze) opens three-city spot campaign Nov. 15-Dec. 15, in Detroit, Chicago and St. Louis. Agency, Fuller, Smith & Ross, Detroit.

BUCKLEY USING 40 ● Thirteen-week spot campaign on 40 stations sponsored by W. K. Buckley Inc., Chicago, opens Nov. 3. Agency, Grant Adv., New York.

Representatives' Complaint Names CBS

NATIONAL ASSN. of Radio Station Representatives filed complaint with U. S. Attorney General and FCC against CBS. Specifically, it charged CBS has illegally made inroads on their business by taking over the non-network time sales of number of CBS affiliated stations heretofore represented by members of association.

In both letters of complaint NARSR points out that in field of national advertising only competition with network's own sale of time has come from spot advertising sales made by station representatives. Complaint states that to combine these two competing forms of radio advertising in hands of network eliminates competition and places full control of time allocations and advertising rates for national advertising in CBS.

Representatives assert Sherman Act is violated.

In complaint to FCC NARSR asserts two of FCC's network regulations are violated. One limits amount of time network may control by option on each station; other forbids network fixing rates stations may charge on individual time sales for non-network advertising. Claim made that when CBS or any other network becomes national representative of affiliated station, control of all rates and station time is lodged with network. This dual time sales role, it is asserted, places network in more dominant position over stations than existed prior to adoption by FCC of present chain broadcasting regulations.

Counsel for representatives group are James Lawrence Fly, New York attorney, chairman of FCC when network monopoly regulations were promulgated, and Paul D. P. Spearman, Washington attorney.

GOOD CROP!

The Nashville area isn't a *one-crop* market. . . . It's a strong, stable buying territory based on a wide range of business and industry, as well as farming. . . . And a net farm income of 121,471,000 dollars yearly, puts plenty of buying power on the farm. . . . So, for a good crop of sales, reach your share of this audience while they are tuned to favorite shows broadcast by WSIX.

AMERICAN

MUTUAL

5,000 W

980 KC

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Coverage, Economy

Fulton Lewis, jr.

Top Ratings for the "Top of the News from Washington"

Here's proof that the Fulton Lewis, jr. program commands listeners:

STATION	LOCATION	LOCAL RATING
WATW	Ashland, Wisconsin	22.5
WBOC	Salisbury, Maryland	34.0
WFHR	Wisconsin Rapids, Wis.	20.1
WFNC	Fayettesville, N. C.	20.8
WGIL	Galesburg, Illinois	11.1
WHBC	Canton, Ohio	17.0
WHIT	New Bern, N. C.	21.5
WJPA	Washington, Pa.	14.1
WMBH	Joplin, Missouri	17.0
WMT	Cedar Rapids, Iowa	13.8

. . . and so on, throughout the country. Local and national advertisers on 288 stations reach the top-notch Lewis audience. Join up with this outstanding co-op program. Wire for availabilities.

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

BROADCASTING
TELECASTING

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SOL TAISHOFF
Editor and Publisher

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ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor.* STAFF: Lawrence Christopher, Jo Hailey, Joseph M. Sitrick, Mary Zurhorst; EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary McCauley, Doris Sullivan.
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Betty Beckanstin.

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Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson.

CHICAGO BUREAU

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Fred W. Sample, *Manager;* John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

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417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

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* Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE: $7.00 PER YEAR, 20c PER COPY

This is WMPS at your service

MEMPHIS

68 On Your Radio

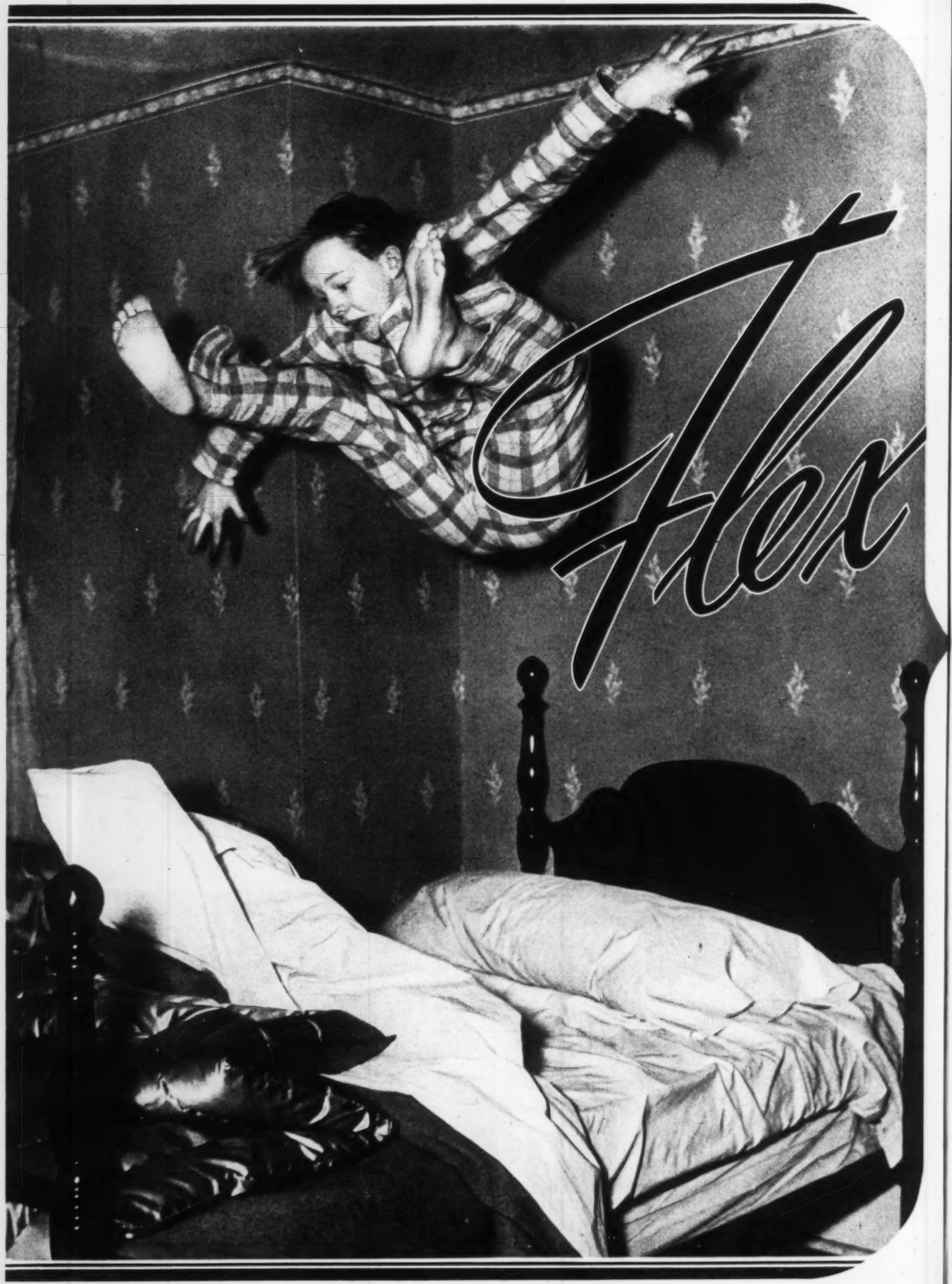
10,000 WATTS
DAY TIME
5,000 WATTS
NIGHT TIME

YOU CAN HEAR THE DIFFERENCE

REPRESENTED BY

TAYLOR • HOWE • SNOWDEN *Radio Sales*

19 WEST FORTY-FOURTH STREET, NEW YORK 18, NEW YORK


Flex

ibility!

● Complete FLEXIBILITY! That's what Spot Radio offers you—the adaptability to meet the varied requirements of any advertising plan.

Only with economical, efficient Spot Radio can you select the markets, stations, and the times, to match the size of your budget. No advertising plan is complete without Spot Radio—no campaign's goal, achieved without these stations.

For statistical proof, send for "What Radio Research Forgot."

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas / Ft. Worth	NBC / ABC
WJR	Detroit	CBS
KARM	Fresno	CBS
WONS	Hartford	MBS
KPOA	Honolulu	T. H.
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	CBS
WWVA	Wheeling	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

EDWARD PETRY AND CO. INC.

5 PROFIT MARKETS
it pays
you to cover!

WGAL
Lancaster, Pa.
Established 1922

WKBO
Harrisburg, Pa.
Established 1922

WRAW
Reading, Pa.
Established 1922

WORK
York, Pa.
Established 1932

WEST
Easton, Pa.
Established 1936

STEINMAN STATIONS

NBC AFFILIATES

Available individually to suit your needs. Write:
Sales Representative

RADIO ADVERTISING COMPANY

New York • Los Angeles
Chicago • San Francisco

Feature of the Week

TELEVISION coverage of major parties' national conventions in 1948 will introduce a new influence in the American political scene, Paul Mowrey, ABC director of television, told the first class in a new course on television at American U., Washington, a fortnight ago. Mr. Mowrey predicted a million video viewers, comprising some 130 electoral votes, by next June.

Last week, Walter L. Lawrence, television sales engineer of RCA, explained in layman's terms the technical aspect of the new radio art and cited the many applications video may have even apart from commercial broadcasting. He reiterated the belief that video is an advertising medium of unparalleled effectiveness.

The introductory course in television, featuring outstanding people in the field as guest lecturers, is being offered this fall as part of American U.'s four-year accredited radio curriculum in cooperation with WMAL Washington. The course is conducted by Gordon Hubbel, WMAL-ABC director of program operations, who is radio and television director of the university program.

Among the television names who are conducting the lectures and demonstrations are: Edward Stasheff, author and producer of television shows for CBS and other stations, "Writing for Television"; Bob Emery, program director of WABD New York, DuMont video station, "Acting for Television"; James McNaughton, television designer, "Backgrounds and Sets"; Harvey Marlowe, head of Harvey Marlowe Television Assoc. and former executive director of television for ABC, "Television Studio Production"; A. Burke Crotty, director of field programs for NBC New York television, "Television Production Outside Studio"; Worthington C. Minor, manager of CBS New York television, "Television Directing"; Paul Raibourn, vice president in charge of television for Paramount Pictures, "Film in Television"; Joseph McDonald, vice president and legal counsel for ABC, "Contracts and Legal Aspects"; Judy Dupuy, editor of *Televisor*, "Programming Problems"; Dr. Paul F. Douglass, president of American U., "Future of Television."

Series started Sept. 25 and is presented each Thursday 8:30-10:50 p.m. Lectures are held in WMAL-TV's new television quarters in the Commonwealth Bldg., Washington. A number of professional radio and agency people are enrolled in the course in addition to the regular students.

Sellers of Sales

ANNABELLE d'ARCHE ANDERSEN is one woman who confesses openly that for six months she led a duel life. Nor is the spelling an inaccuracy, for the "duel" in question is the vaunted "Duel In The Sun" for which Miss Andersen purchased all radio spots in her capacity as timebuyer at Robert W. Orr Assoc., New York.

But Miss Andersen had won her own place in the sun long before the David Selznick classic declared its option on that sphere. Starting her professional career as a piano accompanist in Hartford, Conn., in 1939, Miss Andersen soon switched from onstage to backstage as a member of the publicity staff for Bushnell Memorial Concert Hall in Hartford. Along with this job she was a feature writer for the *Hartford Courant*.

ANNABELLE

In 1942 she moved to New York and into her first advertising job at Federal Advertising Agency as a member of the accounting department on radio billing. From that basic advertising beginning she rose to join Newell-Emmett as timebuyer on the Beechnut account, then went to Lennen & Mitchell as assistant timebuyer and a year and a half later joined the Robert Orr organization as head timebuyer. The agency handles the Andrew Jergens Co. (Woodbury soap, Jergens lotion) account as well as the David O. Selznick Productions.

Miss Andersen was born on Nov. 22, 1918, in Hartford. She attended the Julius Hart School of Music where she majored in piano. She has perfect pitch and a fine sense of harmony. She still continues to play classical numbers for her friends.

Attractive "Annie" lives in an apartment in New York City. She spends her summer weekends sailing and winter weekends skiing.

In Horse Racing

means: Win, Place, Show

But IN DALLAS—FORT WORTH It's

1 STATION
WFAA

2 FREQUENCIES
820 - 570

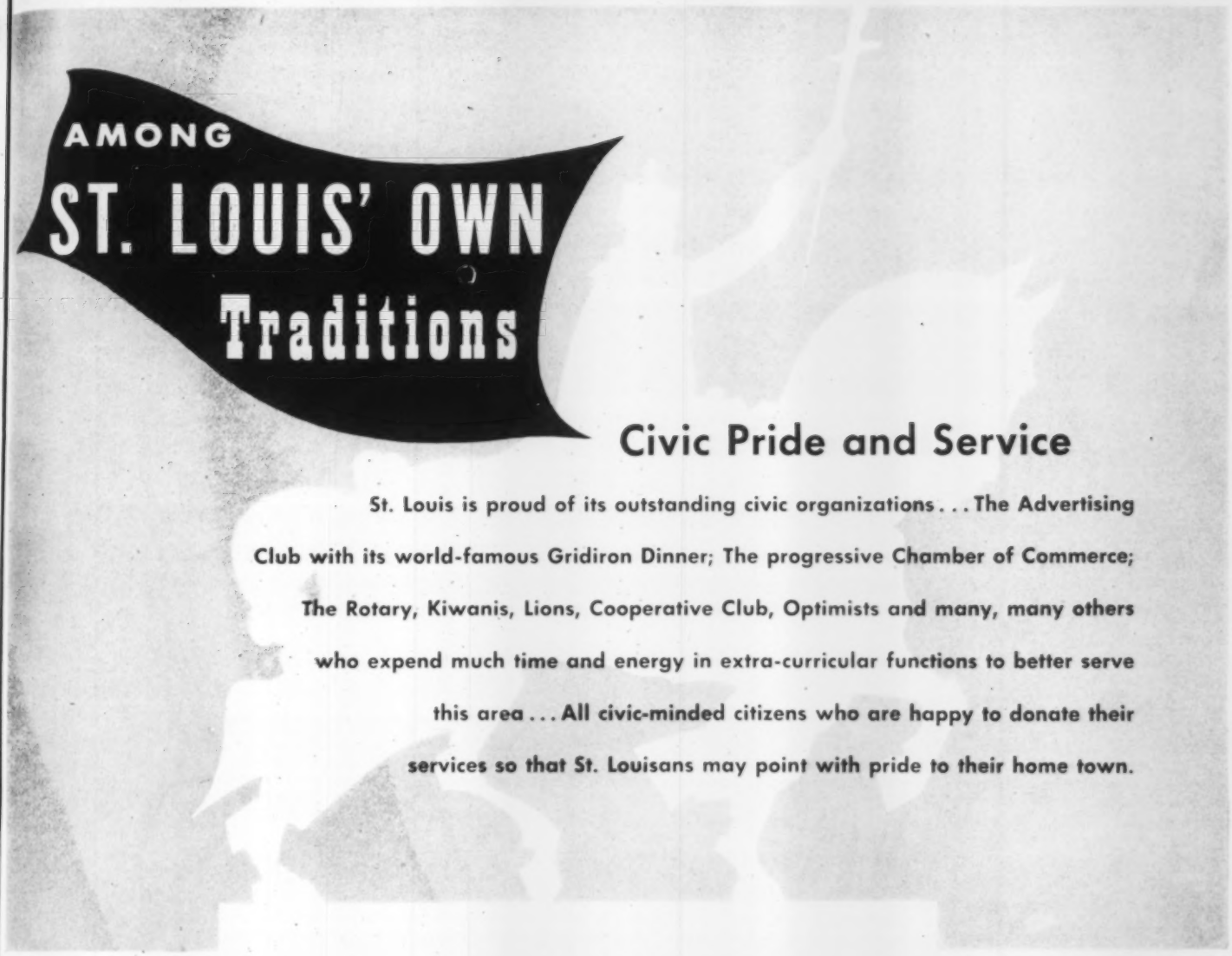
3 NETWORKS
NBC - ABC and Texas Quality

• It's as easy as 1-2-3 to SELL the DALLAS-FORT WORTH MARKET with

WFAA

radio service of the Dallas Morning News

Represented Nationally by
EDWARD PETRY & CO., INC.


AMONG
ST. LOUIS' OWN
Traditions
Civic Pride and Service
St. Louis is proud of its outstanding civic organizations . . . The Advertising Club with its world-famous Gridiron Dinner; The progressive Chamber of Commerce; The Rotary, Kiwanis, Lions, Cooperative Club, Optimists and many, many others who expend much time and energy in extra-curricular functions to better serve this area . . . All civic-minded citizens who are happy to donate their services so that St. Louisans may point with pride to their home town.

KWK is also proud of its accomplishments in twenty years of service to St. Louis and to the people of this area . . . Service keyed to the needs and desires of a civic-minded people . . . And KWK programs, planned and directed by local people, will always be devoted to the service and entertainment of the people of St. Louis.

St. Louis' Own
and St. Louis Owned

KWK
MUTUAL

HOTEL CHASE, ST. LOUIS

PAUL H. RAYMER CO., Representative

CBS
CBS
WADC WGPC KGGM WAIM WWNC WCMI WGAU
AKRON, OHIO
ALBANY, GA.
ALBUQUERQUE, N. M.
ANDERSON, S. C.
ASHEVILLE, N. C.
ASHLAND, KY.
ATHENS, GA.
ATLANTA, GA.
WBAB WRDW KTBC KERN WCAO WABI WJLS
ATLANTIC CITY, N. J.
AUGUSTA, GA.
AUSTIN, TEX.
BAKERSFIELD, CAL.
BALTIMORE, MD.
BANGOR, ME.
WAPI KSUN KDSH WEEI
BIRMINGHAM, ALA.
BISBEE, ARIZ.
BOISE, IDAHO
BUFFALO, N. Y.
BUTTE, MONT.
CARLSBAD, N.M.
KSUB WMT WBBM
CEDAR CITY, UTAH
CEDAR RAPIDS, IOWA
CHICAGO, ILL.
WKRC WGAR KYOR WBBL WBNS WHUB KEYS
CINCINNATI, OHIO
CLEVELAND, OHIO
COLORADO SPRINGS, COLO.
COLUMBUS, GA.
COLUMBUS, OHIO
CORPUS CHRISTI, TEX.
KRLD WDAN WHIO WSOY KLZ WJR WCED
DALLAS, TEX.
DANVILLE, ILL.
DECATUR, ILL.
DENVER, COLO.
DES MOINES, IOWA
DETROIT, MICH.
DU BOIS, PA.
KDAL WDNC KDYL WEOA WMMN WNAX WEHH KARM
DULUTH, MINN.
DURHAM, N. C.
EVANSVILLE, IND.
FAIRMONT, W. VA.
FT. MYERS, FLA.
FREDERICK, MD.
FRESNO, CAL.
WENT KILO WJEF KFDB WEAQ WBIG WBBS WHP
GLOVERSVILLE, N. Y.
GRAND FORKS, N. D.
GRAND RAPIDS, MICH.
GREAT FALLS, MONT.
GREEN BAY, WIS.
HARLINGEN, TEX.
HARRISBURG, PA.
WDRC KHBC KGMB WHOP KTRH WDAF WFIN WHCU
HARTFORD, CONN.
HILO, T. H.
HONOLULU, T. H.
HOPKINSVILLE, KY.
HOUSTON, TEX.
INDIANA, PA.
INDIANAPOLIS, IND.
ITHACA, N. Y.
WJQS WJDX KSUB WARD KSWM WKZO KFBC WKNE
JACKSON, MISS.
JACKSONVILLE, FLA.
JAMESTOWN, N. D.
JOHNSTOWN, PA.
JOPLIN, MO.
KALAMAZOO, MICH.
KANSAS CITY, MO.
KEENE, N. H.
WNOX WKMC KLRA KNX WHAS WMAZ KSFA KZPI
KNOXVILLE, TENN.
KODIAK, ALASKA
LUTTLE ROCK, ARK.
LOS ANGELES, CAL.
LOUISVILLE, KY.
MACON, GA.
MANCHESTER, N. H.
MANILA, P. I.
KGLO WREC WCOC WGBS WISN WCCO KGW WCOV
MASON CITY, IOWA
MEMPHIS, TENN.
MERIDIAN, MISS.
MIAMI, FLA.
MILWAUKEE, WIS.
MINNEAPOLIS, ST. PAUL, MINN.
MISSOULA, MONT.
MONTGOMERY, ALA.
CFAC WLBC WLAC WWL WOC KOSA KFAB
MONTREAL, QUEBEC
MUNCIE, IND.
NASHVILLE, TENN.
NEW ORLEANS, LA.
NEW YORK, N. Y.
OMAHA, TEX.
OKLAHOMA CITY, OKLA.
OMAHA, NEB.
WFBO WPAD KGMB WPAR WMFD WCAU KOY WJAS
ORLANDO, FLA.
PADUCAH, KY.
PALM SPRINGS, CAL.
PARKERSBURG, W. VA.
PEORIA, ILL.
PHILADELPHIA, PA.
PHOENIX, ARIZ.
PITTSBURGH, PA.
WGAN KOIN KFAY WPRO WEAD KOTA KOLO WRVA
PORTLAND, ME.
PORTLAND, ORE.
PORTSMOUTH, OHIO
PROVIDENCE, R. I.
QUINCY, ILL.
RAPID CITY, S. D.
RENO, NEV.
RICHMOND, VA.
WDBJ WHEC WFOY KMOX KROY KSL KTSA KSD
ROANOKE, VA.
ROCHESTER, N. Y.
ST. AUGUSTINE, FLA.
ST. LOUIS, MO.
SACRAMENTO, CAL.
SALT LAKE CITY, UTAH
SAN ANTONIO, TEX.
SAN DIEGO, CAL.
KQW WKDK KSFO WSPB WTOC KOLT WGBI KFH
SAN FRANCISCO, CAL.
SANFORD, FLA.
SANTA FE, N. M.
SARASOTA, FLA.
SAVANNAH, GA.
SCOTTSBLUFF, NEB.
SCRANTON, PA.
SEATTLE, WASH.
WGWC KWKH KSIL KSCJ WSBT WSPA KXLY
SELMA, ALA.
SHREVEPORT, ALA.
SILVER CITY, N. M.
SIOUX CITY, IOWA
SOUTH BEND, IND.
SPARTANBURG, S. C.
SPOKANE, WASH.
WTAX WMAS KTTS KGDM WFBL WDAE WIBW CFRB
SPRINGFIELD, ILL.
SPRINGFIELD, MASS.
SPRINGFIELD, MO.
STOCKTON, CAL.
SYRACUSE, N. Y.
TAMPA, FLA.
TOPEKA, KAN.
TORONTO, ONT.
WTRY KTUC KTUL WMBS WIBX WTOP WBRY WWNY
TROY, N. Y.
TUCSON, ARIZ.
TULSA, OKLA.
UNIONTOWN, PA.
UTICA, N. Y.
WASHINGTON, D. C.
WATERBURY, CONN.
WATERTOWN, N. Y.
WSAU WJNO WWVA KFH KWFT WTAG KIMA WKBN
WAUSAU, WIS.
W. PALM BEACH, FLA.
WHEELING, W. VA.
WICHITA, KAN.
WICHITA FALLS, TEX.
WORCESTER, MASS.
YAKIMA, WASH.
YOUNGSTOWN, OHIO

S TAKES THE LEAD

bringing you the highest-rated network program ever offered for local sponsorship:

THE JOAN DAVIS SHOW

Never before has a radio headliner with *such* ratings been available for local sponsorships.

Never before has such proven *top* comedy been available cooperatively, on such *top* stations.

It's Joan Davis on CBS...

It's a *strong* program on *strong* stations: available in any or all of the markets you want.

Joan averaged a Nielsen rating of 21.6 this past winter season; she had a Nielsen high of 24.7; she ranked in the "top twenty" on *nine separate occasions.

Nielsen data also show her remarkably consistent appeal in *every* market: in *big* cities, in *small* cities, in *rural* areas. (Let us show you the specific figures.)

Joan is the funniest girl in radio by every count! The country's leading radio critics in poll after poll have voted her "America's No. 1 Comedienne" *for four straight years.*

And *this* year she goes higher and funnier. For Joan's terrific personality will be backed by laugh-material from the typewriter of Abe Burrows, America's top radio wit. And the show will be produced by Dick Mack, who has guided Joan to her top-status as America's No. 1 laugh-girl.

Joan becomes available at 9:00-9:30 p.m. EST, October 11—the best cooperative buy ever offered!

Here's *top* programming on long-established *top* network stations across the country: the stations of the...

Columbia Broadcasting System

*If you prefer average-minute Hooper ratings to NRI's total audiences, the same story holds. Joan has the highest Hooper ever offered as a co-op: a 17.5 high, a 14.8 average (Oct.-Apr.)

For sponsorship details on Joan Davis or other CBS Cooperative Programs listed below, see the Cooperative Program Division of CBS *or* your local CBS station.

CBS WORLD NEWS ROUNDUP
8:00–8:15 a.m. CNYT, 7 days

CBS MORNING NEWS
9:00–9:15 a.m. CNYT, Mon.–Sat.

WINNER TAKE ALL
4:30–5:00 p.m. CNYT, Mon.–Fri.

RED BARBER—SPORTS
6:30–6:45 p.m. CNYT, Mon.–Fri.

HAWK LARABEE
7:00–7:30 p.m. CNYT, Saturday

THE WORLD TONIGHT
11:00–11:15 p.m. CNYT, 7 days

CNYT—Current New York Time

how would you like a TOP LOCAL PROGRAM in SYRACUSE?

One of the reasons spot-radio does such an enormous job for advertisers is its ability to capitalize on the likes and dislikes, the local and regional *differences* and preferences, of people in various parts of the nation.

In Syracuse, for instance, WFBL runs an early-morning feature called "RFD"—Robert "The Deacon" Doubleday, aired each weekday from 5:00 to 7:30 a.m. The Deacon really wows the farmers of Central New York, talks their language by living and working with them. The result is a show of *better*-than-network quality, because no network program could use the local angles...

F&P has its fingers on dozens of such top-notch local programs, here, there and everywhere among the stations at the right. How about letting us build your list for some *Bull's-Eye Radio?*

EXCLUSIVE REPRESENTATIVES:	
ALBUQUERQUE	KOB
BEAUMONT	KPDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KBIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HONOLULU-HILO	KGMB-KHBC
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TERRE HAUTE	WTHI
TELEVISION:	
ST. LOUIS	KSD-TV

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since May, 1932

NEW YORK: 444 Madison Ave. | CHICAGO: 180 N. Michigan Ave. | DETROIT: Penobscot Bldg. | FORT WORTH: 406 W. Seventh St. | ATLANTA: Palmer Bldg. | HOLLYWOOD: 6331 Hollywood Blvd. | SAN FRANCISCO: 58 Sutter Street

BROADCASTING
TELECASTING

VOL. 33, No. 14 WASHINGTON, D. C., OCTOBER 6, 1947 $7.00 A YEAR—20c A COPY

NARBA Explosion; ITC Treaty Signed

Mexico's Demands Involve Drastic Reallocations

DRASTIC PROPOSALS which would imperil existing U. S. channel rights and require wholesale reallocations and reassignment of virtually all North American stations were revealed Friday as submitted by the nations signatory to the North American Regional Broadcasting Agreement, led by Mexico, in anticipation of the 1948 revision of NARBA.

Mexico proposed that all frequencies from 540 through 1140 kc be reallocated as Class 1 clear channels with a minimum power limitation of 100,000 w and no ceiling; that frequencies from 1150 through 1540 kc be assigned exclusively to regional stations without specified power limitations, and that 1550 through 1600 kc be used for local stations with 100 to 250 w power. The power ceiling in the United States is now 50,000 w.

New 'Border' Class

The Mexican proposal also envisioned creation of a new class of station—"border" stations, of the 250-w class, which would be protected to the 4-millivolt interference-free contour both inside and outside the country in which they are located. Regional stations would be required to protect the borders of their own countries by keeping their signals at any point to not more than one-half millivolt.

Mexico offers to give up 1220 and 1570 kc as Mexican clear channels but asks that 590, 630, 950 and 980 kc. (currently used as regional channels) be designated for her use as clears in addition to her present 730, 800, 900 and 1050 kc.

The reallocation she proposes would involve extensive shifts ranging in some cases up to 60 channels away from their present assignments. Upwards of 300 stations might be moved. Some regional frequencies would be moved upward and others would be shifted downward.

The Mexican proposals were the most extreme of all those submitted by NARBA signatories. Others came from the Bahamas, Canada, Cuba, Dominican Republic, Haiti, Mexico and Newfoundland. The State Dept. has called a Government-industry meeting for Oct. 17 to consider all the recommendations. The U. S. itself, with its clear-channel hearing still uncompleted, has made no specific proposals for channel allocations, but has submitted suggestions relating to the use of 540 kc and the adoption of new technical standards in line with FCC's own standards as revised a few months ago.

The signatory nations' proposal were submitted for consideration at the NARBA engineering conference which opens about Nov. 3 in Havana. This meeting of technical experts will be preliminary to the Treaty Revision conference scheduled to start next Aug. 3 in Canada, probably at Montreal.

Delegation Not Named

Members of the U. S. delegation at Havana have not been officially disclosed. It is considered unlikely that Comr. E. K. Jett, who headed the U. S. delegation and was chairman of the NARBA Interim Conference held in Washington in early 1946, will be present in view of plans to serve on the international Provisional Frequency Board which convenes in Geneva in January and will be preceded by preparatory studies. Nor was it considered probable that Chairman Charles R. Denny would participate. Comr. Rosel H. Hyde, who made engineering trips to Mexico and Cuba a few months ago, is generally regarded as a good prospect for one of the FCC's top representatives.

FCC Engineering Dept. representatives are expected to include Jamer Barr, chief of the AM division; Neal McNaughton, who has been closely identified with work on NARBA problems in connection with the Engineering Dept.; E. F. Vandivere Jr. of the Techinal Information Division, and possibly Ralph Renton.

Although Mexico's NARBA proposals are the most revolutionary, several other nations suggested marked revisions of the present treaty.

Cuba, which won 640 kc as a clear channel from the U. S. in the Interim Conference, insists that there is an "imperative necessity of improving the assignment of the channels which Cuba has been using." Cuba advocates "complete" revision of the treaty.

Canada proposes that 540 kc, authorized by the International Telecommunications Conferences at

(Continued on page 87)

Atlantic City Pacts To Help World Cooperation

IN A FINAL joint plenary session of the International Telecommunications Conference and the International Radio Conference last Thursday in Atlantic City, representatives of 78 nations signed two basic agreements in the field of international communications.

First was a treaty, the International Telecommunications Convention of Atlantic City. Second was an agreement covering the technical and operating aspects of international radio communications, the International Radio Regulations of Atlantic City.

Two Conventions

Three major achievements of the delegates, who have met daily in Atlantic City since May 15 to work out these agreements governing international communications in the postwar world, were cited by Charles R. Denny, FCC Chairman and chairman of the conferences.

"First," he stated, "we have adopted a worldwide frequency allocations table extending up to 10,500,000 kc.

"Second, we have planned practical machinery for putting this new allocation table into effect. Until now, every country using frequencies has simply notified the headquarters of our union of the assignments made by it so that these assignments could be entered on a master list. There was no concerted international effort to make arrangements which would best conserve spectrum space. There was no planned sharing of frequencies on a time basis or on a geographical basis.

"Frequency assignments spilled over the available spectrum space, radio interference became widespread, and the world was deprived of the full advantages of which radio is capable. To meet this situation, we are providing for a provisional frequency board which will be comprised of technical experts. It will be the task of this board to re-engineer the operating assignments throughout the world

(Continued on page 89)

Eiges, Hammond Promoted To Vice Presidents by NBC

SYDNEY EIGES, former manager of the NBC Press Dept., and Charles P. Hammond, assistant to the network's executive vice president, were named NBC vice presidents at the regular monthly meeting of the NBC board last Friday, it was announced by Niles Trammell, NBC president.

Mr. Eiges, who becomes NBC vice president in charge of press, will continue to report to Frank E. Mullen, the network's executive vice president. Mr. Hammond, as vice president and assistant to Mr. Mullen, will assist the NBC executive vice president on various operational matters, especially those concerned with sound broadcasting, according to Mr. Trammell.

Mr. Eiges has been with the network since 1941, joining NBC as a writer in the Press Dept. He was made assistant manager of the Press Dept. the next year and in January 1945 was appointed manager. Before joining NBC he spent 11 years with International News Service, finally as night editor and cable editor in the New York office. A graduate of the U. of Pittsburgh, Mr. Eiges lives on Long Island with his wife and daughter.

Mr. Hammond was NBC's director of advertising and promotion until late last month, when he was named assistant to the executive vice president. He came to NBC in 1943, leaving a post as manager of the advertising department of the American Newspaper Publishers Assn. Prior to that he was on the staffs of the *New York Post*, the *New York World*, and the *Literary Digest*.

NATIONAL NETWORK HOOPERS

EVENING SEPT. 30, 1947

Program	No. of Stations	Sponsor	Agency	Hooperating	Year Ago looperating	+ or —	Position
Radio Theatre	149	Lever Bros.	J. Walter Thompson	17.9	16.2	+1.7	1
Mr. District Attorney	133	Bristol-Myers	Doherty, Clifford & Shenfield	17.0	13.4	+3.6	6
Red Skelton (CH)	159	B & W Tobacco Corp.	Russel M. Seeds	16.1	15.3	+0.8	3
Bob Hope	128	Pepsodent Div., Lever Bros.	Foote, Cone & Belding	16.0	----	----	--
Charlie McCarthy	143	Standard Brands	J. Walter Thompson	13.9	14.5	—0.6	4
Walter Winchell	212	Andrew Jergens	Robert W. Orr & Assoc.	13.6	13.5	+0.1	5
Bob Hawk (CH)	155	R. J. Reynolds	William Esty & Co.	13.1	8.1	+5.0	53
Truth or Consequences	136	Procter & Gamble	Compton Adv.	11.8	10.6	+1.2	18
Manhattan Merry-Go-Round	141	Sterling Drug	Dancer-Fitzgerald-Sample	11.7	9.5	+2.2	31
Rexall Summer Theater (CH)	160	Rexall Drug	N. W. Ayer & Son	11.5	----	----	--
My Friend Irma	143	Lever Bros.	Young & Rubicam	11.5	----	----	--
Take It or Leave It	160	Eversharp	The Biow Co.	11.4	11.9	—0.5	12
Amer. Album of Familiar Music	141	Sterling Drug	Dancer-Fitzgerald-Sample	11.4	9.5	+1.9	30
Can You Top This?	141	Colgate-Palmolive-Peet	Ted Bates	10.6	7.9	+2.7	61
Your Hit Parade	160	American Tobacco	Foote, Cone & Belding	10.4	11.5	—1.1	14
Crime Doctor	146	Philip Morris & Co.	The Biow Co.	10.4	10.5	—0.1	22

CH—Computed Hooperating

CONFAB TRIO during recess in completion of final arrangements for Atlantic Refining Co. 12th football radio season is composed of (l to r): Warner S. Shelly, vice president of N. W. Ayer & Son Inc., agency which has directed the broadcasts since they were inaugurated; William Bricker, executive of sponsoring firm, and Tom Manning of Cleveland, one of the veterans of Atlantic's announcing staff. Atlantic this season is using 91 stations to air coverage of more than 250 grid contests [BROADCASTING, Sept. 29].

Economics, Sales Future on ANA List

Host of Speakers Set For Atlantic City Oct. 6-8

REPORTS on the economic situation and outlook at home and abroad and its relationship to advertising and selling; the first showing of "Communications Guides" for improving industry's employe and community relations, and a two-day "working seminar" on "How to Get the Most Out of Your Advertising" are included in the agenda of the 38th annual convention of the Assn. of National Advertisers, opening today (Oct. 6) at Chalfonte-Haddon Hall, Atlantic City.

Monday morning's session deals with the problems of determining the advertising plans and budget and presenting them to top management. Featured speakers are as Robert Keith, advertising director, Pillsbury Mills; W. B. Potter, director of advertising, Eastman Kodak Co.; Marshall Adams, advertising and sales promotion manager, Mullins Mfg. Co.; Alpheus C. Beane, partner, Merrill, Lynch, Pierce, Fenner & Beane.

Afternoon Panel

Bryan Houston, vice president, Coca Cola Co., will introduce this afternoon's meeting on "Where to Advertise and What to Say," to be discussed by a panel including D. Earle Robinson, LaRoche & Ellis; John Caples, BBDO; William Ricketts, N. W. Ayer & Son; Henry Godfrey, Schenley Distillers Corp.; Mark Wiseman, copy writing courses; D. B. Lucas, Advertising Research Foundation. T. Mills Shepard, McCall Corp., will be moderator. A roundtable on outdoor advertising with R. M. Gray, Standard Oil Co. of New Jersey, as chairman, will conclude program.

Two concurrent sessions on Tuesday morning will treat the follow-through on advertising down to the point of sale and industrial advertising. First session, on follow-through, will present William Pierce, Northwestern Drug Co.; Ward Patten, Minnesota Valley Canning Co., and E. L. Morris, Pabst Sales Corp., discussing merchandising and advertising. Alexander Rogers, Libby, McNeill & Libby, will chairman sessions on the follow-through at the point of sale and via sales promotion to educate dealers and their sales forces.

Industrial Advertising

C. W. Ruth, Republic Steel Corp., will preside at the industrial advertising session, whose speakers include Theodore Marvin, Hercules Powder Co.; J. F. Aspey Jr., Black & Decker Mfg. Co.; John Maddox, Fuller & Smith & Ross; A. W. Lehman, Advertising Research Foundation; D. B. Lucas, Nuy Dept. of Marketing; L. Rohe Walter, Flintkote Co.; Hal Curtis, Shell Oil Co.

"How to Get the Most and Best Out of Your Advertising Agency," Tuesday afternoon topic, will be dramatized in skits featuring Gerald Carson, Kenyon & Eckhardt; Sanford Gerard, Lennen & Mitchell; Arno Johnson, J. Walter Thompson Co.; Jack Robinson, Kudner Agency; Allen Wilson, Advertising Council. Phil Kelly, Lennen & Mitchell, is chairman.

The business session of the convention, only session closed to the press, will conclude the Tuesday afternoon meeting. In addition to the election of officers and directors, this session will include brief reports of the ANA committee chairmen on radio and other media, educational activities, etc. A report on the status of the ANA radio council will also be given to the membership at this session.

Wednesday sessions, open to agency and media guests as well as ANA members, begin with a meeting on economic conditions that will include an address by Lewis H. Brown, chairman of the board, Johns-Manville Corp., a dramatized presentation by *Fortune* and a slide-film presentation to be available for individual company use. The luncheon will be addressed by Robert Livingston Garner, vice president and general manager of the World Bank.

Final session Wednesday afternoon will present the new "Communication Guides" on public, consumer and community relations. Speakers include Verne Burnett, Verne Burnett Inc.; Robert M. Creaghead, public relations counselor; Jean Gordon, public relations assistant, General Foods; Don Patterson, advertising director, Scripps-Howard Newspapers; Ken Patrick, director of public relations, General Electric Co.; Cyrus Ching, director of the Federal Mediation and Conciliation Service; Lewis H. Brown, Johns-Manville. H. H. Shackleford, Johns-Manville, will preside.

ANA anticipated attendance of more than 1,000 at the three-day meeting. Banquet is scheduled for Wednesday evening. On Monday evening the ANA film committee will show films on various advertising topics, with D. B. Hobbs, Aluminum Co. of America, as chairman. Tuesday evening is "Fun Night."

SPECIAL evening course in radio advertising, starting Oct. 6, will be given by School of Radio Technique, New York. Course will be conducted by Walter King, director of radio for American Cancer Society.

Drawn for BROADCASTING by Sid Hix

"Call Mutual—Call Gillette—Call Chandler. There's a 'Red Barber' announcing the World Series!"

400 Outlets, NBC, CBS Seek Associate Membership in AP

BOARD OF DIRECTORS of the Associated Press, meeting in New York last week, was expected to act on the applications of some 400 radio stations and two networks—NBC and CBS—for associate membership in AP before adjournment on Saturday.

Change in the status of broadcasters from customers buying AP news service to associate members of the new association follows action taken by the AP membership last year but not put into effect until recently while a new formula for payment for news by broadcasters was being worked out.

The associate membership status does not carry with it any voting privileges. Some broadcasters have voiced strong objections to accepting a position that would leave them liable to changes in the by-laws that might be voted subsequently by AP members, newspaper publishers who in some cases are news and business rivals of broadcasters. This viewpoint was presented in an open letter written to Oliver Gramling, head of the AP Radio Dept., by E. R. Vadeboncoeur, vice president of WINR Binghamton, explaining that station's reasons for not applying for associate membership in AP [BROADCASTING, Sept. 1].

The network applications to AP contained certain provisions, notably that their fees are not to be increased for the next year, at least, which the AP board must pass on before the networks change from their present contractual status. However, it was indicated that these provisional applications would be accepted by the board, subject to future negotiation of the changes, which it was believed could be accomplished to the satisfaction of the networks.

One change in the membership agreement submitted to them by AP which the networks are requesting is the deletion of the clause giving AP the right to increase the network's assessment whenever the number of network affiliates increases.

While the details of the contracts have not been divulged, it is understood that the networks are taking out AP associate memberships for their owned and operated stations in a blanket agreement that also gives them the right to use AP news on the network as well as locally on the individual stations.

ABC, whose present AP contract runs until Dec. 31, 1948, also is considering the associate membership proposal and it is expected that this network also will submit an amended application to AP within the next few weeks. ABC attorneys are said to be concerned with the AP by-laws provisions on rate increases as well as that binding the network to any changes in by-laws which may be adopted by an AP membership in which the broadcasters would have no voice. ABC probably will ask AP for waivers on these points.

Mutual is the only nationwide network without AP service at present, having dropped this news service at the beginning of the year.

Elgin Sponsors

ELGIN AMERICAN Division of the Illinois Watch Case Co., Elgin, effective Oct. 27, will sponsor *You Bet Your Life* with Groucho Marx as m.c. on ABC, Mondays 8-8:30 p.m. (EST). Agency is Weiss & Geller, Chicago.

Bar Party Oct. 18

ANNUAL BARBECUE of the Federal Communications Bar Assn. will be held Saturday, Oct. 18, at Twin Oaks, Vienna, Va., it was announced last week by Reed T. Rollo, bar association president. The site, commonly known as Lohnes' Mule Barn, is the farm of Horace L. Lohnes, former association president. Admission will be $1 for members and $2.00 for their guests. Date of annual business meeting has not yet been set, but it is expected to be early in 1948 in Washington.

Mr. AVERY Mr. RAYMER Mr. PETERS Mr. WEED

Station Representative Assn. Elects Raymer, Endorses Code

(See later story page 4)

PAUL H. RAYMER, head of the New York station representative firm of that name, was elected chairman of the newly-formed National Assn. of Radio Station Representatives [BROADCASTING, Sept. 29] at a meeting in New York.

Other officers elected were: H. Preston Peters, of Free & Peters, vice chairman; Joseph Weed, of Weed & Co., secretary; Lewis Avery, of Avery-Knodel, treasurer. The 22 member firms of the association agreed to meet in the "near future" to approve their by-laws.

The group also approved a resolution endorsing the NAB code and petitioning FCC to relax the two-year network contract period in favor of longer network contracts. Text of the resolution:

Whereas, this Association of Radio Station Representatives has been formed to further the development of spot radio and the attainment of this objective is inseparable from and dependent upon the improvement and progress of the industry as a whole, and whereas such future progress of the broadcasting industry requires higher standards, greater economic stability, more individual station control over programming and commercial policies, therefore be it resolved that the Association recommends that provisions of the code apply equally to individual stations and to the networks, and to this end suggests the inclusion of an individual provision requiring station identification at the conclusion of each programming segment, regardless of its length or sponsorship, and that each such unit be subject to the commercial limitations of the code applicable to the time consumed by the program.

That the Association recommends that since greater operational stability is necessary for effectively implementing the commercial and programming practices of the code and since the current short-term contract between stations and networks contributes to instability and hampers stations in their freedom of operation, that the FCC therefore be respectfully petitioned to relax rule 3.103 currently limiting the term of network-station contracts to a two-year period.

Ban on FM Network Concerts Lifted

AFM Reverses Its Stand After Talks With FMA in N. Y.

JAMES C. PETRILLO, president of the AFM, has decided to lift the ban he had imposed on airing of a series of concerts by the Rochester Civic Orchestra over the Continental FM Network, sponsored by Stromberg-Carlson Co. As a result of the decision, the network can now broadcast the weekly programs remaining on its schedule, as originally planned.

Mr. Petrillo's decision was announced following a meeting with FMA representatives at AFM headquarters in New York last Wednesday. He said the orignal decision to stop the live musical broadcasts over Continental was made when he learned that the contract had been arranged by the Rochester local of the union and the network. He said that although the AFM wants locals to negotiate in their own localities, arrangements with a network come under jurisdiction of the national union. But since the existing contract had been made in good faith, Mr. Petrillo thought it only fair that it be honored, for as he put it, "We don't break contracts!"

The Friday night series of concerts began Sept. 12 as the first sponsored program on an FM network. When the ban was announced the following week, the network continued the broadcasts, using programs and talent not under AFM jurisdiction.

FMA To Evolve Plan

On the overall matter of music duplication of FM, the FMA asked Mr. Petrillo to allow such duplication until Jan. 31, 1948. In the meantime FMA said it would work on its budget and be ready with a plan for employment of musicians by the time the deadline is reached.

Mr. Petrillo said he felt the FMA was sincere and would come up with some sort of proposition if he lifted the ban until Jan. 31. He said he realized it was a new organization and hadn't much capital as yet and that it was necessary for FM to expand in order to attract advertisers. Nevertheless, he said, he would have to consider the proposition for a "few days" before giving the FM Assn. his answer.

Though the union head had notified the networks over the previous weekend that he would not reconsider his duplication ban, he reversed the decision after the FMA meeting had announced he would call a meeting with networks in the near future.

In answer to a question, Mr. Petrillo said he alone would make the decision since he had been empowered by the AFM Executive Board to handle the whole FM situation in any way he deemed advisable. He said no further meetings were planned with FMA on the question.

Mr. Petrillo said the presence of Rep. Carroll Kearns (R-Pa.) at the meeting was "helpful" and appreciated by both sides. Mr. Kearns in turn was optimistic about a new settlement being reached shortly, if both sides continue to get together and work out problems.

Everett L. Dillard, owner of WASH Washington and new president of FMA, said after the meeting that both sides now realized the problems involved for each. He said he hoped the four-month ex-

(Continued on page 84)

Groceries Contribute Heavily to Radio

Lead Commodities; Department Store Income Second

GROCERIES pay a larger share of the nation's radio bill than any other commodity group.

Department stores pay the second largest portion of the bill, followed by toiletries, medicine, jewelry and silver, automotive, household equipment and religion (see table).

Analysis of the sources that supplied broadcasting with 1947 net receipts of $326,000,000, computed with program and announcement breakdowns, is based on a study of logs of 85 stations for three days in November 1946, by Dr. Kenneth H. Baker, NAB Director of Research. The stations were selected to represent a typical cross-section of NAB membership.

Dr. Baker last week completed the extensive job of computing income sources by program and commodity groups, providing an important addition to the fund of industry knowledge supplied by his study of station logs [BROADCASTING, Aug. 18, Sept. 29].

The groceries commodity group easily dominates the sources of program time sales, the study reveals, amounting to 26.1% of the total for all types of stations. It ranks a shade behind department stores in the announcement class, though still dominant in the case of medium and large station announcements.

Actually, department stores provided 15.1% of all announcement revenue as compared to 14.8% for groceries, heavy receipts by local stations in this commodity group putting it in first place.

In analyzing program commercial time, Dr. Baker found that toiletries ranked a poor second behind groceries with 9.3% followed by medicine 8.9%, automotive 7.2%, department stores 7.1% and religion 6.5%. The relatively high percentage of income from religious programs is based on the fact that small stations get 9% of their program income from this source, which is second only to groceries. Medium stations find religion their sixth largest source of program income, 6.1%, whereas the figure is negligible for large stations, 0.4%.

In the announcement breakdown religion is a negligible element, amounting to only 0.2%.

Jewelry and silver, only 2.4% of program income, provide 10.5% of announcement time sales to rank behind department stores and groceries. In fourth place as a source of announcement income is the automotive group, 8.2%, followed by medicine 7.7% and household equipment 7.4%.

Leading sources of program income on small stations are groceries, religion, medicine, toiletries, department stores and automotive, in that order. For medium stations the sources are groceries, medicine, toiletries, automotive, department stores and religion; for large stations, groceries, toiletries, medicine, automotive, department stores and sporting goods.

In the announcement field, small

(*Continued on page 84*)

Kroger Launching $500,000 Campaign

Radio to Be Used Extensively By Midwest Grocery Chain

PLANS for a $500,000 advertising campaign starting today (Oct. 6) and using radio, newspapers and magazines were announced in New York last week by officials of the Kroger Co., which owns 2,545 food stores in 18 states.

To promote nationally-advertised brands sold at its stores the firm has contracted to buy a total of 1,790 spot announcements on 33 midwest stations, including the following: WGST WCHS WBBM WLW WTAM WBNS WBTM WJR KFPW WOWO WOOD WIRE WDAF KARK WHAS WIBA WMC WSM WMBO KOKA WDBJ KMOX KWTO WBOW WSPD WAOV KFW WHIS WING WJHL.

Highlight of the firm's radio promotion, according to Kroger officials, is a novel tie-in system in which network stars including Fred Allen, Al Jolson, Amos 'n Andy and others will transcribe commercials for their respective sponsors' products with a closing reminder to buy that product "at your nearby Kroger store."

These transcriptions will be aired by participating stations, with live tie-ins giving details of the nationwide Kroger contest. The contest is a further promotional tie-in with the makers of Hudson motor cars, Westinghouse electric ovens and other products to be given away.

FCC Plans Record Hearing Schedule

346 Applications Listed On October to April Agenda

THE HEAVIEST hearings calendar it has ever issued was announced by FCC last Friday, setting dates for hearings on 346 AM, FM, and TV applications between late October and mid-April.

The calendar provides for 188 hearings. Generally, officials pointed out, four will be in progress simultaneously — usually two in Washington and two in the field. The hearings will be conducted by members of FCC's new Hearing Division, except where members of the Commission are designated to preside. Bulk of the list is made up of AM cases, with only a scattering of FM applications and few television cases.

An alphabetical listing of the cases is shown below. The number in parentheses is the docket number. This is followed by the type of service involved (the frequency, in AM cases), the date of the hearing, and the place it is to be held. Field hearings will be conducted in one or more of the cities involved.

In the following table, "R" represents renewal application; "ML," modification of license; "MP," modification of permit; "BL," license to cover CP; "PCT," television; "BS," show-cause case.

A

Acme Bcstg. Corp., Elizabethtown, Ky., (8483), 1450 kc, Apr. 19, D. C.
Airtone Co., Long Beach, Calif., (8324), FM, Jan. 21, Field.
Albert Alvin Alamda, Sacramento, Calif., (8389), 1390 kc, Jan. 12, D. C.
Alexandria Bcstg. Corp., Alexandria, Minn., (8131), 1490 kc, Jan. 12, Field.
Alexandria Radio Corp., Alexandria, Minn., (8132), 1490 kc, Jan. 12, Field.
Alhambra Bcstrs., Alhambra, Calif., (8331), FM, Jan. 21, Field.
Alice Bcstg. Co., Alice, Tex., (8476), 1070 kc, Feb. 16, D. C.
Perth Amboy Bcstg. Co., Perth Amboy, N J., (7813), 1510 kc, Oct. 30, Field.
ABC (KGO), San Francisco, Calif., (8011), 810 kc, Jan. 5, D. C.
American Pacific Radio Bcstg. Co., Redlands, Calif., (8314), 1370 kc, Mar. 8, D. C.
Anderson Bcstg. Co., Anderson, S. C. (7793), 860 kc, Dec. 22, D. C.
Angelus Bcstg. Co., Temple City, Calif., (8332), FM, Jan. 21, Field.
Ari-Ne-Mex Bcstg. Corp., Deming, N. Mex., (8228), 1230 kc, Mar. 8, Field.
Ari-Ne-Mex Bcstg. Corp., Escondido, Calif., (8500), 1400 kc, Apr. 6, D. C.
Ari-Ne-Mex Bcstg. Corp., Clayton, N. Mex., (8502), 1450 kc, Mar. 5, Field.
Arlington-Fairfax Bcstg. Co., Arlington County, Va. (WEAM), (8391), 1390 kc, Apr. 8, D. C.
Ashbacker Radio Corp., Manistee, Mich., (8003), 1340 kc, Dec. 8, Field.
Atlantic Bcstg. Co., Jersey City, N. J., (8479), ML, Feb. 23, Field.
Atlantic City Bcstg. Corp., Atlantic City, N. J., (7966), 1400 kc, Oct. 27, Field.

B

Batesville Bcstg. Co., Batesville, Ark., (8200), 1340 kc, Feb. 9, Field.
Bay County Bcstg. Co., Panama City, Fla., (8508), 1400 kc, Nov. 17, Field.
Bay Radio, North Bend, Ore., (8237), 1340 kc, Nov. 20, Field.
Beaver Valley Radio, Beaver Falls, Pa., (8075), 830 kc, Feb. 3, D. C.
Beer & Koehl, Ashland, Ohio, (8193), 1340 kc, Dec. 15, Field.
Belleville News-Democrat, Belleville, Ill., (7844), 1430 kc, Jan. 12, D. C.
Bexar Bcstg. Co., San Antonio, Tex., (8241), 980 kc, Nov. 6, Field.
Bible Training School, Minneapolis, Minn., (7923), FM, Feb. 5, D. C.
Big Spring Herald Bcstg. Co., Big Spring, Tex., (8492), 1230 kc, Oct. 30, Field.
Blackhawk Bcstg. Co., Sterling, Ill., (8179), 1240 kc, Jan. 5, Field.
Boise Bcstg. Co., Boise, Ida., (8048), 630 kc, Nov. 20, D. C.
Bowden, Haygood S., Camden, S. C., (8520), 690 kc, Apr. 22, D. C.
Bremer Bcstg. Corp., (WAAT), Newark, N. J., (8336), 970 kc, Dec. 11, D. C.
Brennan, William J., Winston-Salem, N. C., (8457), 940 kc, Jan. 19, D. C.
Brophy, Gene Burke, Nogales, Ariz., (7939), 1240 kc, Dec. 15, D. C.
Brown, Leonard B., Kerrville, Tex., (8128), 1230 kc, Nov. 3, Field.
Burdette, Robert, San Fernando, Calif., (8322), FM, Jan. 21, Field.

C

Caguas Radio Bcstg. Co., Caguas, P. R., (7999), 1230 kc, Jan. 5, D. C.
California Bcstg. Co., Santa Monica, Calif., (8325), FM, Jan. 21, Field.
Capital Bcstg. Co., Annapolis, Md., (7371), 1430 kc, Nov. 13, D. C.
Capital Bcstg. Co., Lincoln, Nebr., (8311), 1000 kc, Feb. 5, D. C.
Capitol Bcstg. Co., Trenton, N. J., (8083), 1260 kc, Dec. 11, D. C.
Carolina Bcstrs., Anderson, S. C., (8007), 1070 kc, Dec. 22, D. C.
Catonsville Bcstg. Co., Catonsville, Md., (8358), 1440 kc, Mar. 15, D. C.
Centinela Valley Bcstg. Co., Inglewood, Calif., (8330), FM, Jan. 21, Field.
Central Michigan Radio Corp., Lansing, Mich., (7979), 1320 kc, Dec. 19, D. C.
Central Valley Radio, Lodi, Calif., (8421), 1570 kc, Feb. 18, Field.
Century Bcstg. Co. (KWBU), Corpus Christi, Tex., (6666), 1030 kc, Apr. 28, D. C.
Chapman, Paul H., Greensboro, N. C., (8203), 1400 kc, Nov. 12, Field.
Chicago Federation of Labor (WCFL), Chicago, Ill., (8272), MP, Feb. 5, D. C.
Citrus Belt Bcstrs., Inc., Winter Haven, Fla., (8251), 1230 kc, Dec. 8, Field.
Civic Bctrs. Inc., Cleveland, Ohio. (8269), 1260 kc, Dec. 3, D. C.
Cleveland Bcstg. Co. Inc., Cleveland, Ohio, (6917), 1300 kc, Oct. 22, D. C.
Coastal Bcstg. Co., Lakeland, Fla., (8039), 1400 kc, Dec. 8, Field.
Coconino Bcstg. Co., Flagstaff, Ariz., (8276), 600 kc, Mar. 23, D. C.
Coleman Bcstg. Co., Coleman, Tex., (8151), 1230 kc, Oct. 27, Field.
Community Bcstg. Co., Erie, Pa., (8053), 1400 kc, Nov. 3, Field.
Community Bcstg. Co., Fort Worth, Tex., (7848), 1490 kc, Oct. 29, D. C.
Community Bcstg. Co., St. Cloud, Minn., (8405), 1240 kc, Jan. 14, Field.
Community Bcstg. Service Inc., Vineland, N. J., (8376), 1360 kc, Mar. 29, D. C.
Concord Bcstg. Corp., Niagara Falls, N. Y., (8223), 1340 kc, Jan. 28, Field.
The Connecticut Electronics Corp., Bridgeport, Conn., (8239), 740 kc, Mar. 8, Field.
Contra Costa Bcstg. Co., San Pablo Island, Calif., (7937), 710 kc, Jan. 26, D. C.
Cooke, Frank E., Deming, N. Mex., (8229), 1230 kc, Mar. 8, Field.
Cornbelt Bcstg. Co. (WHOW); Clinton, Ill., (8261), 1520 kc, Jan. 21, D. C.
Corn Palace City Radio Corp., Mitchell, S. D., (8195), 950 kc, Feb. 25, D. C.
Craddock, Douglas L., Leaksville, N. C., (8427), ML, Mar. 2, D. C.
Craig Bcstg. Co., Chester, S. C., (8233), 1490 kc, Feb. 18, D. C.
Crescent Bcstg. Corp., Shenandoah, Pa., (6883), 980 kc, Mar. 18, D. C.
Croghan, Arthur H., Santa Monica, Calif., (8326), FM, Jan. 21, Field.
Cumberland Pub. Co., Pikesville, Ky., (8260), 1240 kc, Nov. 19, Field.

D

Dalrad Assocs., Dalhart, Tex., (8347), 1410 kc, Dec. 12, D. C.
Davenport, Bcstg. Co., Davenport, Iowa, (8309), 1170 kc, Feb. 9, D. C.
DeKalb Radio Studios, DeKalb, Ill., (8419), 1300 kc, Mar. 26, D. C.
Deland Bcstg. Co., Deland, Fla., (8519), 1490 kc, Apr. 12, D. C.
Del Paso Bcstg. Co., North Sacramento, Calif., (8420), 1580 kc, Feb. 18, Field.
Dempsey, John J., Petition of, (KOB), Albuquerque, N. Mex., (8044), Nov. 24, Field.
Denison-Texoma Bcstg. Co., Denison, Tex., (8265), 1250 kc, Oct. 22, Field.
Denver Bcstg. Co., Denver, Colo., (8012), 810 kc, Jan. 5, D. C.
Detzer, Stephen, Hermosa Beach, Calif., (8501), FM, Jan. 21, Field.
Dillard, Pryor, Raymondville, Tex., (8157), 1340 kc, Feb. 19, D. C.
Drovers Journal Pub. Co. (WAAF), Chicago, Ill., (8400), 950 kc, Dec. 5, D. C.

(*Continued on page 88*)

Attendance Up 110%

The Cavalier is a Richmond skating arena of the highest type. The skating winds up on Friday night at 10 P.M.

Then W-L-E-E takes over with a dance program from 10 to 11. Teen-agers and grown-ups both enter the rhumba, waltz and jitterbug contests.

This 10 to 11 show is endorsed by the Judge of Juvenile and Domestic Relations Course, the City Division of Recreation and the City Attorney.

Before the first Friday night show, we ran some announcements plugging this event. On the first Friday night, paid attendance at the Cavalier Arena was 64% greater than the previous Friday night. On our second Friday night, attendance was 80% greater. On our third Friday night, the show was sold to the Richmond Dairy Company and attendance was 110% greater.

That's action for you. And that's what you get in Richmond when you use W-L-E-E.

W-L-E-E

Mutual . . . in Richmond

IRVIN G. ABELOFF, Gen. Mgr. ***Represented by Headley-Reed*** **TOM TINSLEY, President**

Board to Take Up Plans to Expand NAB

New Stations, Entry Of New Services Boost Demands

COMPLETE program to build up NAB in line with postwar expansion of the broadcasting industry will be taken up by the association's board at its November meeting.

Entrance into the broadcast scene of new types of services, including FM, television and facsimile, has created a demand for trade association facilities among members in these categories. Coupled with this expansion is the licensing of hundreds of new AM and FM stations, with consequent corresponding demands on the NAB headquarters staff.

Now operating on a budget just under $700,000 a year, NAB will require a minimum of $850,000 in 1948 if the present type of service is to be provided for the enlarged membership. All down the line, association departments will require larger budgets if present functions are to be continued and if proposed operations are to be undertaken.

New scale of dues will be drawn up by the NAB board at its November meeting [BROADCASTING, Sept. 22], based on the revised membership classification now provided by the By-Laws. This revision is based on $25,000 annual income for the lowest class, ranging upward in $25,000 steps to $3,000,000. NAB stations pay an average of well under $600 a year, lowest figure since 1940.

Must Raise More

Besides reducing inequities in the present scale, with sudden jumps occurring in dues paid by some stations, the new scale must raise over $150,000 more than the old one. Further changes will be considered in dues paid by over 100 associate members, including networks, equipment, research and transcription firms. The associates at present provide about a fifth of NAB membership dues.

NAB's pocketbook suffered a jolt last July 1 when networks were shifted from active to associate status, costing the association almost $50,000 a year. At present the four networks are paying $5,000 each annually, compared to a total of nearly $70,000 paid by three networks (NBC, CBS, MBS) prior to the change in By-Laws.

Newest and fastest-growing operation at NAB is the Program Dept., of which Harold Fair is director. The department was organized last April under board mandate. Already under way are a number of long-range projects such as a program reference library. This library would serve both as an archive for outstanding broadcasts and a working library.

The department is receiving many inquiries in which stations ask for successful programs. First important service in this field has centered around the industry's campaign to combat juvenile delinquency. The department plans educational programming aids and will publish important speeches, articles and other program information of permanent value. A list of low-cost quality transcription programs is being developed. Farm program and copyright information will be provided.

But most important department job, should the board follow out tentatively-discussed plans, will be administration of the new Standards of Practice which go into effect Feb. 1. Final code action by the board is expected at its November meeting. The job of handling routine interpretation of the code is expected to be a heavy one. The Program Dept. is presently budgeted at $50,000, which includes cost of preparatory work on the code.

The General Counsel's office, which services all phases of NAB operation, faces a 1948 schedule far heavier than the current one. In the field of new legislation the office will take an active part. It recently completed a proposed revision of the Communications Act [BROADCASTING, Sept. 22].

Music and copyright are requiring more attention, with possibility that NAB will be represented at the Inter-American Bar Assn. meeting next month at Lima, Peru, to observe copyright discussions. Requests are multiplying for NAB to join in litigation involving other industries. Don Petty, general counsel, has been given added legislative responsibilities. The NAB's *Legislative Digest*, which appeared while Congress and Legislatures were in session, will appear in improved form starting Jan. 1.

Broadcast Advertising

Largest NAB unit is the Broadcast Advertising Dept., with divisions handling small market station activities, sales promotion and retail advertising. Each of these divisions is running on a heavier schedule as the association membership increases and as new stations call for advertising and general management assistance.

Two new projects on the department's slate, each involving extensive research, planning and execution, are in the development stage. In cooperation with the Research Dept., a program of retail advertising studies is planned, aiding various classes of retailing much as the Joske report provided a means of testing department store radio techniques. The studies would provide help on the local level.

Second department project is an overall industry presentation to parallel similar activity among competing media. Last project of this type was the NAB retail promotion film early in the decade, which culminated in the Joske retail clinic.

Postwar surge of labor relations problems was met by NAB with a new Employe-Employer Relations Dept., hub of industry activity in that delicate sphere. Under Richard P. Doherty the department has organized a comprehensive series of labor relations aids to the membership. Contract analyses and publication of bulletins on various topics are typical of activities. Special reports and individual requests for information have been handled in large volume.

Besides expanding these services the department plans additional studies and new aids to stations. The department's $50,000 budget is one-sixth that of the ANPA but a more comprehensive program of employment aids is supplied. Its plans for more activities hinge on availabilities of additional funds, which would permit employing an additional economist and analyst.

The Research Dept. has just concluded the first complete study ever made of the industry's program

(*Continued on page 73*)

NAB '48 Convention Still a Problem

Los Angeles, Cleveland, San Francisco Sites Are Considered

NAB will hold an annual convention some time prior to December 23, 1948, but where, when and how is anybody's guess.

As grumbling echoes from Atlantic City's efficient Convention Hall and inefficient hostelries continue to haunt NAB headquarters, the only thing certain at this point is that the 1948 meeting will be held somewhere else [CLOSED CIRCUIT, Sept. 22].

Because the West Coast is most often mentioned as a probable site, the location has been taken for granted.

And because the board last May voted in favor of a spring convention, this timing also has been taken for granted.

NAB directors and the membership have leaned favorably toward a West Coast meeting because that area has not had the convention since 1940 when San Francisco was host. Convention bureaus of that city and Los Angeles have discussed the subject with C. E. Arney Jr., NAB secretary-treasurer, but no definite offer has been submitted.

Very much in the running is Cleveland, where the Convention Visitors Bureau is active. The bureau was represented at Atlantic City. A meeting of Cleveland broadcasters and civic leaders is anticipated later this month, in advance of the November meeting of the NAB board. John F. Patt, vice president and general manager of WGAR Cleveland, is vice president of the Visitors Bureau.

Faces Committee in November

The whole problem will come up in early November at the first meeting of the NAB board's new Convention Site & Policy Committee, named by the board at its Sept. 19 meeting [BROADCASTING, Sept. 22]. Chairman of the committee is a new director, Howard Lane, director of radio, Field Enterprises. Other members: Harold Fellows, WEEI Boston; William B. Way, KVOO Tulsa; William B. Smullin, KIEM Eureka, Calif.; Robert T. Mason, WMRN Marion, O.

A. D. Willard Jr., NAB executive vice president, has been given general top-level authority to supervise convention program planning, working directly with the committee. Mr. Arney, who is widely recognized as an expert at booking business meetings, continues in charge of arrangements.

The new committee faces a serious time problem when it meets in November. Since most industries book their meetings well in advance, and since NAB's convention is so large that few sites are adequate, the final decision rests on the joint problems of availabilities and timing, coupled with the nature of bids received.

Main objection to the West Coast is the travel problem, with some board members feeling many small midwestern and eastern stations could not afford the trip. Los Angeles can offer the Biltmore Hotel as a site, the hotel having large display space as well as an adjoining theatre for general meetings. Delegates would be scattered over a wide area, however, because of a shortage of downtown rooms.

In San Francisco the municipal center provides palatial facilities for meetings, with possibility that equipment could be shown in the adjoining underground parking center. Hotel facilities probably are adequate, though again delegates would be scattered around the city.

Cleveland's Facilities

Cleveland has modern auditorium facilities and its hotels are able to handle the room problem, the Visitors Bureau says. The NAB convention was held there in 1942, but it has grown enormously in size since that time.

If all three cities can produce attractive offers next month, the special committee may be able to recommend site and date to the board.

That date matter isn't entirely

(*Continued on page 73*)

LET'S GO AMERICA

MICHIGAN'S GREATEST
ADVERTISING MEDIUM

WJR

50,000 WATTS

C B S
THE GOODWILL STATION, INC., FISHER BLDG., DETROIT

G. A. RICHARDS
Pres

HARRY WISMER
Asst. to the Pres.

Represented by
PETRY

OWEN F. URIDGE
V. P. and Gen. Mgr.

BAN RELAXATION SEEN IN PROBE RECORDING

POSSIBLE precedent for future radio coverage of public hearings in Chicago was established recently by NBC-WMAQ Chicago which wire-recorded for broadcast purposes the congressional investigation into the parole of four alleged Capone gangsters.

Heretofore, it was recalled, Chicago broadcasters have attempted to record various public hearings with little success, and only recently a WMAQ microphone was barred from the civil service hearings of two accused police officers. Broadcasters have been forbidden also to cover meetings of the school board.

Recordings of sub-committee hearings were made with the full cooperation of committee members, according to William Ray, WMAQ news and special events department manager. Actual recordings were made by Bud Thorpe of WMAQ special events staff.

Future Television Aids Are Discussed During West Coast IRE-EMA Convention

THE PROPOSED New York-Boston radio relay experiment testing microwave radio as a broad band transmission vehicle was held as an important contribution to television of the future at the West Coast convention of the Institute of Radio Engineers combined with the West Coast Electronic Manufacturers' Assn., held at San Francisco, Sept. 24, 25, 26.

In a paper on the radio relay experiment, J. W. McCrae, Bell Telephone Labs, New York, stated that the relay, scheduled for experimental operation this fall, will operate in the 3700-4200 mc band and will comprise seven repeater stations spaced about 30 miles apart. Two two-way channels will be provided, each about 10 mc wide, capable of accommodating several hundred telephone conversations or a transmission in each direction.

FM, with a total deviation of 4 mc, will be used for television transmissions, and several alternate methods for handling telephone multiplex signals are under investigation.

Lester M. Field of Stanford U. discussed the traveling wave tube, a new kind of amplifier tube capable of handling 250,000 telephone conversations simultaneously. This ability to amplify a wide frequency band without amplifying one part more than another is just what will be needed to make television networks possible, he said.

The resnatron tube, developed during the war to generate tremendous power at frequencies high enough to use in jamming radar, was discussed by W. W. Salisbury of Collins Radio, Cedar Rapids, Iowa. The tube now gives promise of generating the kinds and amounts of power needed for television transmitters.

Oops!

BILL SHEARER, of the CBC Montreal engineering staff, is probably wishing he had "'stood in bed" instead of going to Shediac, N. B. He was waiting in the lobby of a hotel there for a business acquaintance when he heard someone inquire at the desk for the same party. Mr. Shearer approached the stranger and asked if he were in radio. "Yes," he replied, "I'm with the CBC." Whereupon Mr. Shearer offered, "You look too intelligent for that." After Mr. Shearer introduced himself, the stranger smiled, extended his hand and said, "I'm Dunton." (Mr. Dunton is indeed with CBC. He's chairman of the board of governors.)

New Michigan FM Network Underway

Baughn Indicates Possible Tie-in With Continental

MICHIGAN FM Network began operations Sept. 27 with broadcast of the U. of Michigan-Michigan State football game. Five FM stations are participating.

Mr. Baughn

Organized by Edward F. Baughn, vice president and general manager of WPAG and WPAG-FM Ann Arbor, the new network will carry all Michigan home and away games and will continue U. of Michigan sports coverage through the winter basketball and hockey seasons.

With WPAG-FM as key outlet, the network is composed of WELL-FM Battle Creek, WHFB-FM Benton Harbor, WFRS Grand Rapids and WTTH-FM Port Huron. The games are being carried also by the five associated AM stations, plus WMUS Muskegon.

Bob Ufer, sports director of WPAG and WPAG-FM, is handling football play-by-play. He will also handle the basketball broadcasts while Gene Milner, formerly with KHQ Spokane and KCBC Des Moines, will cover the hockey games.

Mr. Baughn stated that the Continental FM Network, now being organized on a national basis, has indicated a desire to designate the Michigan FM Network as its regional outlet.

CJCJ Calgary, 100-w station, is understood to be increasing power shortly to 1 kw. No date has been set yet for official inauguration.

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

*Soon
5000 WATT VOICE
FOR NBC IN
SOUTH DAKOTA
*ASK JOHN E. PEARSON CO.

AFFILIATE

SIMPLE ARITHMETIC!
POWER IS AN IMPORTANT FACTOR
PROGRAMS ARE AN IMPORTANT FACTOR
POWER MEANS COVERAGE
PROGRAMS MEAN LISTENERS
Therefore
POWER + PROGRAMS =
COVERAGE AND LISTENERS
and
COVERAGE AND LISTENERS EQUAL
RESULTS

Consider—then Contact
JOHN E. PEARSON CO.

"ON TARGET"

MEANS INTELLIGENT AND PROMPT SERVICE TO THE WORLD'S LARGEST ADVERTISING AGENCY

"I am sure that you know I have always enjoyed working with you and have considered your service to be given intelligently and promptly. Our relationship with you has always been of the kind that we like."

—Lowell E. Mainland

J. Walter Thompson Company

The harmonious relationship which exists between Weed men and agency contacts is based upon a record of consistently satisfactory service.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · ATLANTA · HOLLYWOOD

WAVE CAN'T BLOW ABOUT WINDYVILLE (Ky.)!

We're not the sort of windbags who try to fill you up with a lot of hot air about our tremendous coverage. For instance, we haven't heard a breath from the natives of Windyville, Kentucky. Hence we make no claim that Windyville is in our listening radius.

But what we *do* want to gas about is the fact that we blanket the most prosperous market in the State—the Louisville Trading Area—which does *more business* than all the rest of the State put together! Louisville Area receivers are just *filled* with WAVEs, and we can prove it!

Give us a trial. We'll air your sales messages to *more* of your best prospects, at lower *cost* than any other station in Kentucky. For us, it's a breeze! Shall we waft some your way?

LOUISVILLE'S WAVE

NBC AFFILIATE

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

5000 WATTS . 970 KC

COULTER, THOMPSON GET MBS PROMOTIONS

HAROLD COULTER, formerly director of promotion of MBS, on Oct. 1 was made executive assistant to Jess Barnes, Mutual vice president in charge of sales. On the same date Jesse Thompson, who has been responsible for the writing and production of the network's trade paper and direct mail advertising was named director of advertising and promotion.

Mr. Coulter

Mr. Coulter had served as advertising and promotion director of KYW Philadelphia and WKRC Cincinnati before joining Mutual in September 1943 as manager of audience promotion. In April 1946 he became assistant director of promotion and research and in May of 1947 was appointed director of promotion.

Mr. Thompson entered radio in 1941, after wide experience with agencies and client advertising departments. He was with NBC first, transferred to the Blue Network when it became an independent operation, and left there to join Mutual shortly after Edgar Kobak left the Blue to become president of MBS. Mr. Thompson frequently writes articles on advertising for the trade press.

WBBM Is Given Citation For 'Report Uncensored'

WBBM Chicago received a special award Oct. 1 in recognition of its radio series, *Report Uncensored*, which dealt with study of juvenile delinquency in Chicago and Cook County. The award, in the form of a gold scroll, was presented by the John Howard Assn., organization dedicated to rehabilitation of persons after penal confinement.

Barnett Faroll, association president, made the presentation concurrent with conclusion of 13-week series, which was written and produced by Ben Park of WBBM staff.

WNMP Started

WNMP Evanston, Ill., new 1-kw daytime station on 1590 kc, began Sept. 29. The owners are Fred S. Newton, Michigan business man, president, Angus D. Pfaff, last associated with WHLS Port Huron, Mich., as general manager, vice president and general manager, and James M. MacTaggart, secretary-treasurer. Station will operate totally on sustaining basis. Commercials, when added later, will be held to strict minimum, station reported. Studio and transmitter are at 2201 Olson St., Evanston. Licensee is Evanston Broadcasting Co.

MAN OF DISTINCTION

WIP's Gray Uses Initial To Avoid Confusion

GORDON GRAY, assistant general manager of WIP Philadelphia, has decided to adopt a middle inital "R" to avoid further confusion between himself and his friend, Gordon Gray, North Carolina publisher newly sworn in Wednesday as Assistant Secretary of the Army.

The two Grays have known each other since 1929 and for years have been getting each other's mail by mistake. First confusion started shortly after they met in Atlanta, Ga. When the WIP Gray met a girl at a party and asked her for a date, the girl, confusing him with the other Gray, indignantly refused, saying, "You brute. You're engaged to my best friend." Last year at Chicago NAB Convention, there was further confusion when both were nominated but not elected to the board.

The "R," by the way, stands for a middle name which WIP's Gray used as a boy, but is now keeping secret.

VA Radio Advisory Group Lays Information Plans

FUTURE radio activities of the Veterans Administration in connection with its efforts to inform veterans and their families of benefits provided by Congress were discussed at a meeting of VA's National Radio Advisory Council Sept. 26 in Washington, D. C.

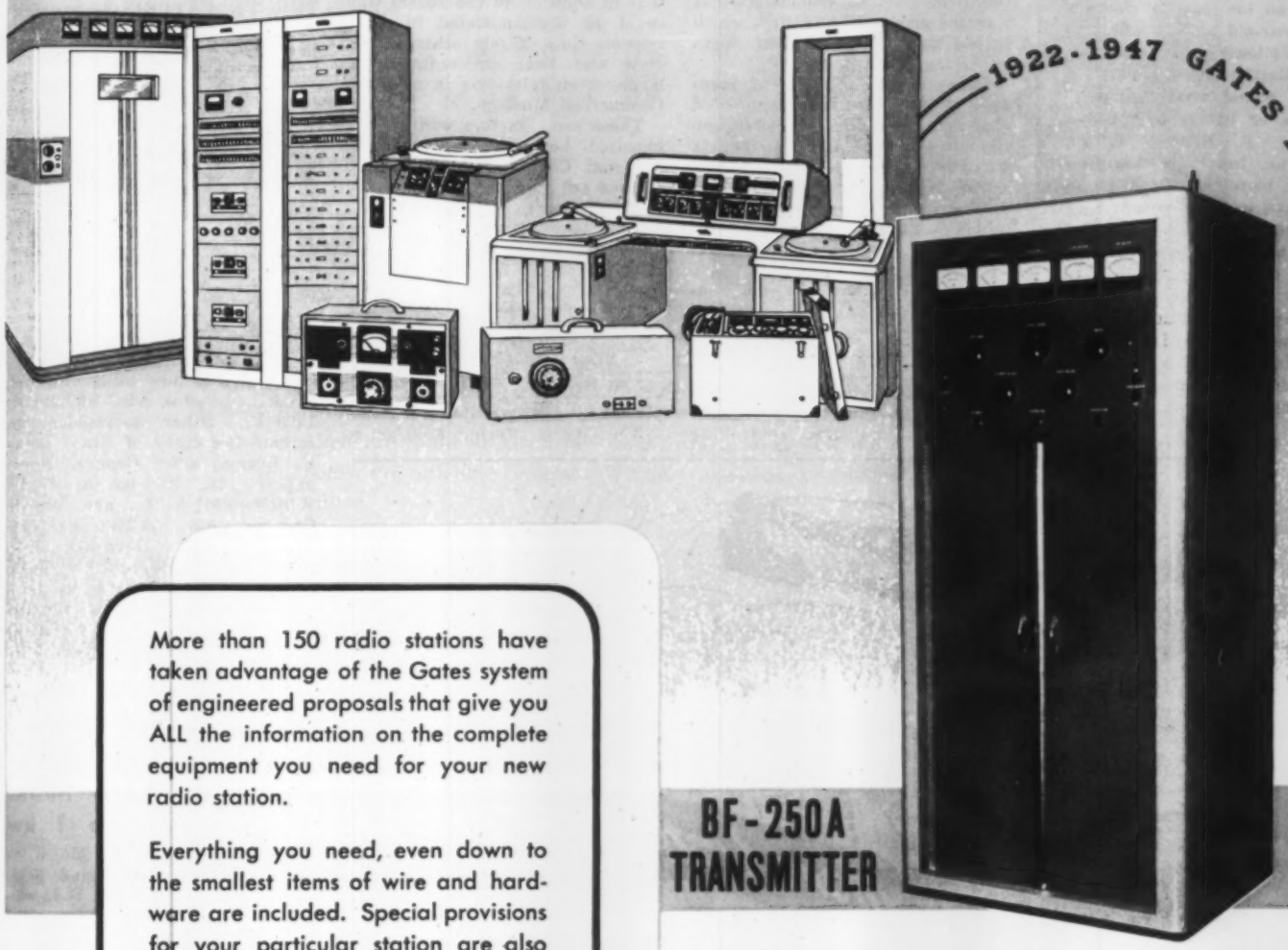
Members of the council in attendance included: George Ludlam, vice president of the Advertising Council; Bryson Rash, Washington executive of ABC; Edward E. Scovill, CBS Washington director of talks and special events; Sidney Alpert, FM Assn.; Charter Heslep, MBS Washington representative; Charles Batson, director of information, NAB; William McAndrew, assistant to the vice president of NBC in Washington, and Thad Brown Jr., Television Broadcasters Assn.

School Broadcasters Hold October Chicago Meeting

THREE-DAY meeting on the problems of school broadcasting, the 11th annual School Broadcast Conference, will be held Oct. 27, 28, 29 at the Hotel Sheraton, Chicago. On Sunday, Oct. 26, the National Assn. of Educational Broadcasters and the Assn. for Education by Radio will open their sessions in Chicago, also. There will be a joint luncheon of the three groups Oct. 28.

Numerous educators and broadcasters have been invited to attend. WBBM is offering its studios for productions of four visiting workshop groups. Advance registration of $2 may be made with George Jennings, director, School Broadcast Conference, 228 N. La Salle St., Chicago.

HOW TO HAVE
A Complete Radio Station



More than 150 radio stations have taken advantage of the Gates system of engineered proposals that give you ALL the information on the complete equipment you need for your new radio station.

Everything you need, even down to the smallest items of wire and hardware are included. Special provisions for your particular station are also taken into consideration. Whatever your requirements are,—let us know.

GATES

The transmitter shown at the right is the Model BF-250A for broadcasting FM. This model is the basic unit for all higher powers. Your inquiry concerning the complete line of Gates FM equipment will be promptly answered, giving complete information.

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Canadian Sales: Canadian Marconi Co., Montreal
International distribution overseas by Westinghouse Electric International Company
40 Wall St., New York 5

FOR EVERY BROADCAST NEED— DEPEND ON GATES— *ALL WAYS*

GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

Good Wishes Galore

WHEN OLE OLSEN of the famous Olsen & Johnson team was interviewed on a recent ABC *Welcome Travelers* broadcast, he told Emcee Tommy Bartlett he was on his way to visit his 84 year-old mother who was ill. Following the interview, Mr. Bartlett asked listeners if they would send "get-well" cards or letters to "Mother Olsen, R. R. No. 6, Ft. Wayne, Ind." Within four days, more than 9,000 pieces of mail were delivered to the comedian's mother. Post office assigned a special postman to handle it, with deliveries being made four times a day. Mrs. Olsen was so pleased she insisted upon getting up from bed and opening each piece of mail sitting up.

Radio-TV Inducement Again Stressed In Philadelphia's Bid to Democrats

PHILADELPHIA is pressing its bid to obtain both national political campaigns in 1948 and is planning to use its radio-television facilities again as an inducement to bring the Democrats to Philadelphia. It was the city's TV facilities which helped to win it the Republican gathering.

Roger W. Clipp, general manager of WFIL, has been appointed chairman of the radio-television committee of the All Philadelphia Citizens Committee for the Democratic National Convention. He held a similar post on the Philadelphia committee that convinced the GOP the city was the best site for the 1948 conclave.

Republican leaders were impressed by the television data laid before them by the Philadelphia committee. It was pointed out that only a Philadelphia convention could be televised on a network hook-up that would cover 13 Eastern States, an area controlling 163 electoral votes. Thus, millions could see and hear convention progress and the ultimate choice for the party's presidential nomination. It also was pointed out that in addition to the 15,000 who could be accommodated in Convention Hall, 25,000 others could view and hear proceedings via large-screen television in adjacent Commercial Museum.

These same factors will be emphasized before the Democratic National Committee. It will be pointed out that the city now has two video outlets—WFIL-TV and WPTZ—and that its central location on the densely-populated Eastern seaboard will make TV hook-ups possible over a 13-state area by existing coaxial cables and microwave relays. Also emphasized will be the fact that the major portion of television receiver distribution has been in the politically-strategic Eastern cities.

The city is offering $200,000 to bring the Democratic Convention to Philadelphia and is stressing its facilities for accommodating large gatherings as well as the TV angle.

TURNER CATLEDGE BUYS 5% INTEREST IN WORD

TURNER CATLEDGE, assistant managing editor of the *New York Times*, has acquired a 5% interest in WORD Spartanburg, S. C., from Walter J. Brown, president and principal owner, for approximately $5,000.

D. S. Burnside, secretary and treasurer of Spartan Radiocasting Co., WORD licensee, and Mrs. Evelyn C. Wyche, wife of Judge Cecil Wyche, also have acquired 2½% interests from Mr. Brown. Mr. Burnside was secretary and treasurer of WSPA Spartanburg before Mr. Brown sold his minority interest in that station and acquired WORD.

Mr. Brown now owns 51.6% of WORD, a 250-w ABC affiliate on 1400 kc. Other stockholders are former Secretary of State James F. Byrnes, 5%; General Newspapers Inc., licensee of WGNI Wilmington, N. C., and WGNH Gadsden, Ala., 33.2%; Mr. Catledge, 5%; Mr. Burnside, 2.6%; Mrs. Wyche, 2.5%, and Phil Buchheit, 0.1%. Mr. Brown also owns 30% of WTNT Augusta, Ga. and was general manager as well as minority stockholder of WSPA before the transfer which culminated in the acquisition of WORD by Spartan Radiocasting [BROADCASTING, July 14].

Dedicatory Show Marks WGL Increase to 1 kw

CHANGEOVER from 250 w to 1,000 w on 1250 kc was made Sept. 24 by WGL Fort Wayne, Ind., with special honorary program aired following evening. Wide promotion campaign supported switch.

The Farnsworth Television and Radio Corp. station, an NBC affiliate, chose the Wednesday night 8:30 p.m. spot for the power boost. WGL claims 11 additional counties have been added to its primary area. The Thursday night honorary show included messages from Niles Trammell, NBC president, and Kenneth Dyke, network vice president. Guests included E. A. Nicholas, Farnsworth president; E. M. Martin, firm vice president, and Pierre H. Boucheron, head of the Farnsworth broadcasting division and WGL manager.

KONG-FM on Air

KONG-FM, owned and operated by the *Alameda Times-Star*, Alameda, Calif., went on the air Sept. 19 with 22 sponsors signed. Manager is Hal Altman, formerly associated with radio in the San Francisco Bay area. KONG is on channel 285, 104.9 mc.

WMBD has more Central Illinois listeners than any other station

Peoria's pioneer radio station, WMBD, dominates the Central Illinois market. Survey after survey, year after year, this station with twenty years of leadership continues to pile up Hooper ratings far above the national averages. Write for copy of latest report.

WMBD has more coverage than any other central Illinois station

Recent technical improvements, approved by the FCC, have given WMBD greatly increased day and night-time coverage. Peoria's first radio station now not only has the most Central Illinois listeners but more coverage than any other station in this area.

Only Peoria Station Now Operating Both AM and FM

First in Peoriarea — WMBD — Peoria, Illinois

CBS AFFILIATE — 5000 WATTS

Edgar L. Bill, President • Charles C. Caley, Exec. Vice-Pres. • Free & Peters, National Representatives

When These "Bohemians" Start Whooping It Up

WNAX LISTENERS RESPOND WITH

FAN MAIL OR PAID ADMISSIONS

Before the microphone . . . or on the stage . . . with music as vigorous and comedy as robust as that of ol' Bohemia herself . . . the WNAX Bohemian Band always comes up with the kind of "carrying on" that is welcome entertainment to folks in Big Aggie Land. WNAX listeners show their applause by showering each broadcast with mail.

And when the Band makes a personal appearance, well it's usually an "SRO" affair.

Note below the mileages from the WNAX transmitter . . . versus population . . . versus paid admissions.

TOWNS WHERE WNAX BOHEMIAN BAND RECENTLY MADE PERSONAL APPEARANCES	NO. MILES FROM YANKTON	* POPULATION	PAID ADMISSIONS
Alta Vista, Iowa	341	333	752
Sleepy Eye, Minn.	229	2923	924
Jackson, Minn.	180	2840	634
Silver Lake, Minn.	305	604	1229
Appleton, Minn.	262	1877	694
New Ulm, Minn.	232	8743	802

** $1 per person at all appearances.*

Ask your Katz man about the WNAX Bohemian Band. Or if you prefer one of the other live talent shows produced from the largest group of radio entertainers in this area, he will have one for you.

WNAX is available with KRNT & WMT as the Mid-States Group. Ask the Katz Agency for rates.
A Cowles Station
WNAX
SIOUX CITY - YANKTON
AFFILIATED WITH THE AMERICAN BROADCASTING CO.

Media Advisory Council Is Urged by Zacharias

ESTABLISHMENT of a council, composed of leaders from the fields of radio, press and other media, to advise government officials should be formed to extend this country's information activities, former Rear Admiral Ellis M. Zacharias said in Philadelphia a fortnight ago.

The former naval officer, who made 14 broadcasts to the Japanese calling on them to surrender and who predicted before Pearl Harbor that the Nipponese would strike there on a Sunday, called for reorganization of the country's psychological information services to make greater use of private media of news transmission.

In Philadelphia to address the reserve officers of the naval services at the Sheraton Hotel, he urged that the transmission of psychological information to foreign nations become a "real instrument of national policy."

FOOTBALL IMMORTAL Harold (Red) Grange (c) has returned to the air as star of *Red Grange Predicts* over WGN Chicago, Fri. 7:15-7:30 p.m. (CST). Henry Portis (l), president of Portis Style Industries Inc., Chicago sponsor, and Frank Korch, WGN sports editor, hear Mr. Grange explain how he will make predictions on outcome of major football contests during 11-week series. Contract was placed through Olian Advertising Co., Chicago.

Look This Way

THE NEXT page opens into the Comparative Network Program-Sponsor Schedules, a copyrighted BROADCASTING feature, for October 1947. This is the second published by BROADCASTING. It will appear in the first weekly issue of each month henceforth. Suggestions for improvement would be welcomed.

Brockton Decision Flayed by Losers

Two Denied Applicants Attack Final Action by FCC

BOTH losing applicants attacked FCC's decision in the Brockton, Mass. 1450-kc case last week and requested rehearing.

Plymouth County Broadcasting Co., which won the proposed decision but lost out to Cur-Nan Co. in the final [BROADCASTING, April 7, Sept. 15], argued that the Commission's reversal of itself involved a "fundamental change" of policy which was invoked by only four of the seven Commissioners, only three of whom had participated in oral argument.

Bay State Beacon Inc., which lost both proposed and final decisions—partly because of program plans—insisted that FCC's conclusions were not adequately based on the evidence, and that, in part, they exceeded the statutory authority of the Commission.

Bay State asked for rehearing or for "a reasonable articulation of the Commission's grounds for decision."

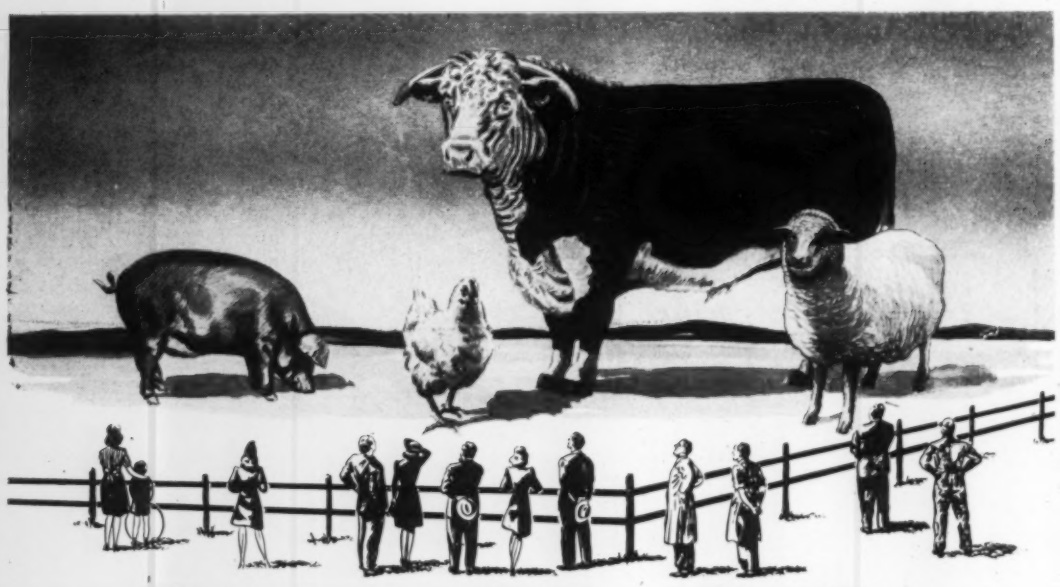
Plymouth County insisted that the final decision erroneously "attempted to minimize the factor of local residence" while emphasizing the importance of integration of ownership in day-to-day operations.

This change, the Plymouth County petition declared, "represents a complete departure from well established and settled principles." Plymouth County considered it "desirable" that the full Commission consider "this important principle."

The decision was adopted by Chairman Charles R. Denny and Comrs. Paul A. Walker, E. K. Jett, and C. J. Durr, Plymouth County pointed out that, although he may have studied the transcript, Comr. Walker did not participate in the oral argument and therefore did not have an opportunity to hear and take part in the questioning.

All three applications are for new stations at Brockton on 1450 kc with 250 w fulltime.

PAUL BRENNER'S "Requestfully Yours" program, heard on WAAT Newark, N. J., was chosen "the outstanding record show of 1947" by the board of judges of New Jersey State Fair.



Nearly 1 Billion Dollars

of Spending Money on the Hoof!

KMA Farmers Own
About $1,000,000,000.00
Worth of Livestock

That's *real buying power!* It's one of the reasons why the KMA territory has the *largest per capita income group in the world.*

Here's proof that our folks have the *money to spend.* It helps you answer the question: Isn't KMA a *must* for my advertisers who want to sell merchandise?

Get all the facts. Let us tell you how the loyalty of our listeners makes KMA one of the best mail-pullers in the country . . . how KMA farmers depend on the data from our special weather bureau and our farm department. Write us, or contact your nearest Avery-Knodel office. Act *now* to include KMA in your winter schedule.

AMERICAN Broadcasting Co.

KMA

AVERY-KNODEL, INC. National Representative

960 KC SHENANDOAH, IOWA 5000 WATTS

A tough-minded examination of 1947 radio values shows that

CBS is the most effective network in America, today

COMPARATIVE NETWORK PROGRAM-SPONSOR SCHEDULES

EVENING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	Lee Hats Drew Pearson (226)	Intern'l Silver Ozzie & Harriet (151)	Quaker Oats Those Websters (409)	Catholic Hour
6:15	Seeman Bros. Mon. Headlines (218)	"	"	"
6:30	Goodyear Greatest Story (209)	Coca-Cola Pause Refreshes (158)	Cudahy Packing Co. Nick Carter (385)	Am. Home Prod. Hollywood Star Review (123)
6:45	"	"	"	"
7:00	Rex Maupin	Wrig'ley Gene Autry (153)	Trimount Sherlock Holmes (365)	Am. Tobacco Co. Jack Benny (160)
7:15	"	"	"	"
7:30	Exploring the Unknown	CPP-Super Suds Blondie (147)	Mutual Acc. Assn. Gabriel Heatter (398)	F. W. Fitch Co. Alice Faye & Phil Harris (158)
7:45	"	"	"	"
8:00	Sun. Eve. Hr.	Wildroot Sam Spade (159)	Co-op A. L. Alexander	Standard Brands Chas. McCarthy (143)
8:15	"	"	"	"
8:30	"	Philip Morris Crime Doctor (147)	Carter Products Jimmy Fidler (260)	Standard Brands Fred Allen Show
8:45	"	* Off 10/19	Danton Walker Hy Gardner News	"
9:00	Andrew Jergens Walter Winchell (215)	Campbell Soup Corliss Archer (147)	Co-op MeetMeatParkys (300)	Sterling Drug Man. M.-Go-R'd (141)
9:15	Andrew Jergens Louella Parsons (204)	"	"	"
9:30	U. S. Steel Theatre Guild (180)	Texas Co. Tony Martin (159)	Pharmaco Jim Backus (375)	Sterling Drug Alb. Fam. Music (141)
9:45	"	"	"	"
10:00	"	Chrysler Christopher Wells (160)	Voices of Strings	Eversharp Take It or Leave It (160)
10:15	"	"	"	"
10:30	Carter Products Jimmie Fidler (70)	Luden's Strike It Rich (67) 11/2	Edmund Hock-ridge (296)	Adam Hat Stores The Big Break (160)
10:45		"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	(Not in Service)	Metro. Life Ins. E. Sevareid (25)	Repeat of Kid Strips	News John McVane
6:15	"	In My Opinion	"	Clem McCarthy 6:15-6:20
6:30	"	Co-op Red Barber	"	Ser. to Amer. 6:20-6:45
6:45	"	P & G Ivory L. Thomas (79)	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53)	P&G Dreft Mystery of Week (66)	Fulton Lewis (339)	Liggett & Myers Supper Club (156)
7:15	Co-op Elmer Davis (46)	P & G Oxydol Jack Smith (79)	Michael Zarin	Miles Labs. News of World (134)
7:30	General Mills Lone Ranger (175)	Campbell Soup Club 15 (150)	Henry Taylor (379)	W. F. McLaughlin Manor Hse. Time (7)
7:45	"	Campbell Soup Ed. Murrow (144)	Bayuk Cigars Inside of Sports (101)	Pure Oil Co. Kaltenborn (35)
8:00	On Stage America	Brome Seltzer Inner Sanctum (149)	Scotland Yard (306)	E. I. duPont Cav. of Amer. (146)
8:15	"	"	"	"
8:30	Phil Silver's Show	Lipton-Lever Arthur Godfrey (145)	Pharmaco Charlie Chan (200)	Firestone Voice Firestone (137)
8:45	"	*	*	"
9:00	Candid Microphone	Lever-Lux Soap Radio Theater (151)	Carter Products Gabriel Heatter (370)	Bell Telephone Telephone Hour (148)
9:15	"	"	White Hall Real Stories (10)	"
9:30	Sammy Kaye (176)	"	Guild Theatre Guy Lombardo (352)	Mars Inc. Dr. I. Q. (128)
9:45	"	"	"	"
10:00	Amer. Cyanamid Drs. Talk It Over (194)	Lever-Swann My Friend Irma (144)	Mail Pouch Tob. Fish n' Hunting (42)	Carnation Co. Contented Hr. (149)
10:15	Earl Godwin	"	"	"
10:30	(Not in Service)	R. J. Reynolds Screen Guild (154)	Ray Pearl Orch.	General Electric Fred Waring (160)
10:45	"	"		"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	(Not in Service)	Metro. Life Eric Sevareid (25)	Repeat of Kid Strips	News John McVane
6:15	"	Frontier to Science	"	Clem McCarthy 6:15-6:20
6:30	"	Co-op Sports Red Barber	"	Serenade to Am. 6:20-6:45
6:45	"	P&G Ivory L. Thomas (79)	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53)	P & G Mystery of Week (66)	Fulton Lewis, Jr. (339)	Liggett & Myers Supper Club (156)
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (79)	Orchestra	Miles Labs. News of World (135)
7:30	General Mills Green Hornet (160)	Campbell Soup Club 15 (150)	Arthur Hale (45)	W. F. McLaughlin Manor Hse. Time (7)
7:45	"	Campbell Soup Ed. Murrow (144)	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (35)
8:00	Youth Asks the Government	Sterling Drug Big Town (157)	Mysterious Traveler	Philip Morris Milton Berle (140)
8:15	Chr. Sc. Mon. Views the News			"
8:30	Co-op Town Meeting (56)	CPP Tooth Pwdr. Mr. Mrs. North (148)	Official Detective	Lewis Howe Co. Date With Judy (146)
8:45	"	*	"	"
9:00	"	Gulf Oil We the People (115)	Serutan Co. Gabriel Heatter (156)	Lever Bros. Amos 'n Andy (149)
9:15	"	"	White Hall Co. Real Stories (10)	"
9:30	Boston Symphony 10/14	Studio 1	The Zane Grey Show	S. C. Johnson Fibber McGee & Molly (144)
9:45	"	"	"	"
10:00		"	American Forum of Air	Lever Bros. Bob Hope (128)
10:15	"	"	"	"
10:30	Labor U. S. A. (116)	CBS Is There	Calif. Melodies (251)	Brown & W'mson Red Skelton (160)
10:45	To be Announced	"	"	"

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Coast to Coast on a Bus	World News	Y. P. Church Rev. P. Crawford (223)	World Ns. Rdup John McVane Co-op
9:15	"	Ballard & Ballard Renfro Folks (28)	"	Story to Order
9:30	"	"	Tone Tapestries (250)	Words & Music
9:45	"	Johnson Singers	"	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel	Church of Air	Radio Bible Class (228)	National Radio Pulpit
10:15	"	"	"	"
10:30	Southernaires	"	Voice of Prophecy (250)	West'n. Auto Circle Arrow (57)
10:45	"	"	"	Cameos of Music
11:00	Fine Arts Quartet	Wings o'r Jordan *	All-Ind. Hymn (243)	Voices Down Wind
11:15	"	"	"	"
11:30	Hour of Faith	Salt Lake City Tabernacle	Northwestern U. Review (188)	News Hilites
11:45	"	"	"	Campana Solitair Time (19)
12:00 N	News	Invitation to Learning	Pilgrim Hour Dr. C. Fuller (224)	Bunte Bros. World Front-Ns (11)
12:15 PM	Texas Jim	"	"	"
12:30	World Security Workshops	As Others See Us	Lutheran Hour Dr. W. Maier (265)	Eternal Light
12:45	Raymond Swing	"	"	"
1:00	Amer. Future Sam Pettengill (203)	People's Platform	Cecil Brown, News	America United
1:15	Raymond Swing	"	Am. Bird Prod. Am. Warblers (55)	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	Toni Co. Breakfast Club (212)	Co-op News	Editor's Diary Henry LaCossitt (138)	Honeymoon in New York
9:15	Swift & Co. Breakfast Club (127)	Okla. Roundup Thurs. Fri. 8:15-8:30 am	Shady Valley Folks (200)	"
9:30	"	"	"	Clevelandaires
9:45	Philco Corp. Breakfast Club (242)	"	"	Nelson Olmsted
10:00	Libby, McNeill & Libby	Music For You	News Cecil Brown (161)	Fred Waring Show
10:15	My True Story (196)	"	Faith Our Time (142)	"
10:30	Gen. Mills Betty Crocker (191)	Manhattan Evelyn Winters (160)	Say With Music Willard's Orch. (190)	P & G Road of Life (143)
10:45	Curtis Co. Listening Post (202)*	Babbitt David Harum (54)	"	P & G Joyce Jordan (148)
11:00	P&G Break. Hollyw'd (234)	Liggett & Myers Arthur Godfrey (155)	Emily Post Quiz (113	Toni Co. (150) 10/27
11:15	Kellogg Co. Break. Hollyw'd (234)	"	Tell Your Neighbor (160)	Manhattan Soap Katie's Daughter (160)
11:30	Kellogg Co. Galen Drake (204)	Contin'al Baking Grand Slam (47)	Hearts Desire	Prud'tl. Ins. Jack Berch (134)
11:45	West. Elec. Corp. Ted Malone (196)	P & G Rosemary (66)	"	B. T. Babbitt Lora Lawton (96)
12:00 N	P&G Welcome Trav. (183)	Gen. Foods Wendy Warren (155)	Kate Smith Speaks, Co-op (296)	"
12:15 PM	"	Lever Bros. Aunt Jenny (56)	Serutan (Victor Lindlar 108)	Echoes From Tropics
12:30		Whitehall Helen Trent (76)	U. S. Service Bands (243)	Words & Music
12:45		Whitehall Our Gal Sunday (79)	"	"
1:00	Co-op Baukhage (92)	P & G Big Sister (69)	News Cedric Foster (126)	Special Music
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (78)	Red Hook 31 (100)	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Al Pearce (200)	Co-op News		Story Shop
9:15	"	Songs For You		"
9:30	"	"	News R. Hurleigh (95)	Bill Herson
9:45	"	Saturday's Rhythm		"
10:00	Tommy Bartlett Time 10/25	Garden Gate	B. Harrington (119)	Frank Merriwell
10:15	"	Omnibook Lee Adams (29)		"
10:30	"	Pet Milk Mary Taylor (132)	Shady Valley Folks (200)	Swift & Co. A. Andrews (161)
10:45	"	"	"	"
11:00	Piano Playhouse	Cream of Wheat Let's Pretend (146) *	Pauline Alpert (166)	Swift 11/8 Meet the Meeks
11:15	"	"		"
11:30	The Bosco Co. Land of the Lost (36) 10/11	W. A. Sheaffer Adventurers' Cl. (156)	Say with Music Willard Orch. (193)	Brown Shoe Smilin' Ed McConnell (157)
11:45	"	"	"	"
12:00 N	Johnny Thompson	Armstrong Cork Theatre of Today (160)	Pan-Americana Starr Orch. (252)	Barriault Wash. News
12:15 PM	Facing the Future	"	Week in Wash. Albert Warner (261)	Public Affairs
12:30	American Farmer (88)	Bowey's Stars Hollywood (52)	Flight into Past U.S. AAF Band (253)	Home Is What You Make It
12:45	"	"	"	"
1:00	UN Highlights	Pillsbury Grand Cen. Sta. (132)	Lnchn. Sardi's Bill Slater (101)	Allis-Chalmers Nat. Farm & Home Hour (160)
1:15	"	"	"	"

TUESDAY

MBS	NBC
Repeat of Kid Strips	News John McVane
"	Clem McCarthy 6:15-6:20
"	Serenade to Am. 6:20-6:45
"	Sun Oil Co. 3-Star Extra (33)
Fulton Lewis, Jr. (329)	Liggett & Myers Supper Club (156)
Orch.	Miles Labs. News of World (135)
Electrical Union Leland Stowe	W. F. McLaughlin Manor Hse. Time
Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (35)
Crime Club (355)	Colg.-Palm-Peet Dennis Day (150)
"	"
Quiet Please	Kraft Foods Gildersleeve (127)
"	"
Carter Products Gabriel Heatter (370)	Bristol Myers Duffy's Tavern (134)
White Hall Co. Real Stories (10)	"
Let's go to the Movies	Bristol-Myers Dist. Attorney (134)
"	"
Racket Busters (167)	Am. Cig. & Cig. The Big Story (160)
"	"
Latin American Serenade (140)	Rexall Stores Jimmy Durante (160)
"	"

THURSDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (25)	Repeat of Kid Strips	News John McVane
"	In My Opinion	"	Clem McCarthy 6:15-6:20
"	Co-op Sports Red Barber	"	Serenade to Am. 6:20-6:45
"	P&G Ivory L. Thomas (79)	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition (53)	P & G Mystery of Week (66)	Fulton Lewis, Jr. (239)	Liggett & Myers Supper Club (156)
Co-op Elmer Davis (46)	P & G Jack Smith (79)	Orch.	Miles Labs News of World (135)
Challenge of Yukon	Campbell Soup Club 15 (150)	Richfield Co. Arthur Hale (45)	Grand Marque
"	Campbell Soup Ed. Murrow (144)	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (35)
Treasury Agent	Roma Wine Suspense (87)	No. 7 Front Street	General Foods Aldrich Family (140)
Christian Science News (74)	"	"	"
The Clock	Whitehall Mr. Keen (117)	Scarlet Queen	General Foods Burns & Allen (142)
"	*	*	"
General Electric Willie Piper (164)	Auto-Lite Dick Haymes (158)	Serutan Co. Gabriel Heatter (156)	Kraft Foods Co. Music Hall (139)
"	"	White Hall Co. Real Stories (10)	"
Dr. Pepper Co. Darts for Dough (170)	Anchor-Hocking Crime Photog. (144)	National Guard Block Party (382)	Seattest Village Store (78)
"	"	"	"
Mr. President	Hall Brothers Readers Digest (157)	The Family Theatre (269)	R. J. Reynolds Bob Hawk Show (151)
(Not in Service)	"		"
Lenny Hermon Quintet	General Motors Man Called X (159)	Dance Orchestra	Pabst Sales Co. Eddie Cantor (146)
Earl Godwin	"		"

FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (25)	Repeat of Kid Strips	News John McVane
"	United Nations	"	Clem McCarthy 6:15-6:20
"	Sports Co-op Red Barber	"	Serenade to Am. 6:20-6:45
"	P&G Ivory L. Thomas (79)	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition (53)	P & G Mystery of Week (66)	Fulton Lewis, Jr. (331)	Liggett & Myers Supper Club (156)
Co-op Elmer Davis (46)	P & G Jack Smith (79)	Orchestra	Miles Labs News of World (135)
General Mills Lone Ranger (173)	Campbell Soup Club 15 (150)	Gen. Motors Henry Taylor (379)	W. F. McLaughlin Manor Hse. Time (7)
"	Campbell Soup Ed. Murrow (144)	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (35)
Norwich Phar. Fat Man (136)	General Foods Baby Snooks (148)	Philco Corp. Burl Ives (252)	Cities Service Co. Highways in Mel. (82)
"	"	Scout About Town	"
Equitable Life This Is Your FBI (221)	General Foods Thin Man (146)	Leave it to the Girls	Colg.-Palm-Peet Can You Top This? (141)
"	*	*	"
Bristol-Myers Break the Bank (183)	Borden Borden Show (160)	Noxema Co. Gabriel Heatter (157)	Brown & Williamson People are Funny (159)
"	"	White Hall Co. Real Stories (10)	"
Pacific C. Borax The Sheriff (191)	P & G FBI (81)	Informa. Please (288) 9/26)	Sterling Drug Waltz Time (140)
Ch. Spark Plug Roll Call (215)	"	"	"
Gillette Sports (254)	Philip Morris It Pays to be Ig. (144)	Meet the Press (277)	Centaur Co. Mystery Theatre (140)
"	"		"
"	Coca-Cola Spotlight Review (160)	Date Night	Colg.-Palm.-Peet Sports Newsreel (70)
"	"	"	Speaker from Washington

SATURDAY

ABC	CBS	MBS	NBC
Vagabond	News Bill Shadell	Moreno Orch.	News Summary
Betty Russell	Word from the Country	Benoke Orch.	Religion in the News
Sports, N. Y. (107)	Sports Review	John Bosman, Sports	NBC Symphony
Earl Godwin	News Larry Lesueur		"
Sunset Roundup	Co-op Hawk Larabee	Hawaii Calls (360)	"
"	"	"	"
Museum of Modern Music (140)	Sound-Off	What's the Name of that Song?	Mars Inc. Curtain Time (127)
"	"	"	"
I Deal In Crime (207)	Campana First Nighter (57)	Ronson Metal 20 Questions (168)	P & G Life of Riley (136)
"	"	"	"
General Mills Famous Trials (164)	Bill Goodwin	Hospitality Club	P & G Truth or Conseq. (137)
"	*	"	"
L. E. Waterman Gangbusters (197)	Joan Davis Show Co-op	Stop Me If You've Heard This	Am. Tobacco Co. Your Hit Parade (159)
"	"	"	"
Murder and Mr. Malone (68)	R. J. Reynolds Vaughn Monroe (155)	The Better Half (300)	Colg.-Palm-Peet Judy Canova (140)
"	"	"	"
American Oil Prof. Quiz (101)	Pet Milk Sat. Nite Ser. (72)	Chicago Theatre of the Air (390)	Colg.-Palm-Peet Kay Kyser (140)
"	"	"	"
Hayloft Hoedown (107)	Abe Burrows	"	R. J. Reynolds Grand Ole Opry (147)
"	Entertainers Show	"	"

SUNDAY

CBS	MBS	NBC
Doorway to Life	For Your Approval	Chic. Rd. Table
"	"	"
Gen. Q. Lewis Little Show	Stephen Graham Family Dr. (210)	RCA Victor Show (152)
"	"	"
Bob Reid Sings	News Bill Cunningham (210)	Int. Harvester Harvest-Stars (157)
Hires Co. Here's to You (78)	Veteran Wants to Know (150)	"
New York Philharmonic Symphony	H. C. Cole Mfng. Variety Show (100)	Sheaffer Pen Parade (53)
"	"	"
"	General Foods Juvenile Jury (300)	Stand. Brands 1 Man's Fam. (144)
"	"	"
"	General Foods House Mystery (374)	Miles Lab Quiz Kids (145)
"	"	"
Electric Cos. Electric Hour (154)	Wilmsn. Candy True Detective (397)	Musicana
"	"	"
Prudential Ins. Family Hour (153)	D. L. & W. The Shadow (85)	Ford Motor Co. Ford Theatre (159)
"	"	"
R. Hudnut Jean Sablon (78)	Helbros Watch Quick as a Flash (363)	"
J. C. Harsch	"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	P & G Dr. Malone (47)	Merv Griffin Show (227)	Robt McCormick Co-op
"	P & G Guiding Light (73)	Ralston Purina Chd. Jamboree (152)	Robt. L. Ripley Co-op
Co-op Walt. Kierman (47)	Gen. Foods 2nd Mrs. Burton (65)	Miles Labs. Philip Morris Armour Queen for Day	Gen. Mills Today's Children (132)
Co-op Ethel & Albert (42)	P & G Perry Mason (84)	Jack Bailey (213)	Gen. Mills Women in White (132)
Sterling Drug Bride & Groom (201)	Look Your Best	Martin Block (352)	Gen. Mills (2:40 Betty Crocker 132)
"	Manhattan Rose of Dreams (159)	Semler M-W-F 10/13	Gen. Mills Light of World (48)
Quaker Oats Ladies be Seated (235)	Campbell Soup Double or Noth'g (84)		P & G Life-Beautiful (98)
Toni Co. Ladies be Seated (232)	"		P & G Ma Perkins (144)
Nat. Biscuit Co. Waltman Club (227)	House Party Co-op 12/1 Gen. Elec.	Pharmaco Song of the Stranger	P & G Pepper Young (133)
R J Reynolds Co. Whiteman Club	"		P & G Right to Hap'ness (142)
Nestle's Prod. Whiteman Club (195)	Armour & Co. Hint Hunt (122)	Erskine Johnson (340)	Sterling Drug Backstage Wife (142)
Wesson Oil Whiteman Club (180)	"	Johnson Family Jimmie Scribner (337)	Sterling Drug Stella Dallas (142)
R. B. Semler Date with Duchin (184)*	Winner Take All Co-op	Two-ton Baker (352)	Sterling Drug Lorenzo Jones (142)
Co-op Dick Tracy (40)	"	Q. C. Serenade Starr Orch. (210)	Sterling Drug Y. Widder Brown (142)
Ward Bak. Co. Tenn. Jed (22)	American School of the Air	Hop Harrigan	Gen. Fds. When Girl Mar's (76)
Quaker Oats Co. Terry & Pirates (204)	"	Kelloggs Superman	Gen. Fds. Portia Faces Life (87)
General Mills Jack Armstrong *	Treasury Bandstands	Capt. Midnight (Wander Co. 115)	Whitehall Just Plain Bill (57)
Derby Foods Sky King *	Miles Lab. Lum 'n Abner (139)	Ralston Purina Tom Mix (414)	Whitehall Front Page Far' (56)

SATURDAY

ABC	CBS	MBS	NBC
Our Town Speaks	Borden County Fair (161)	Bands for Bond (273)	Vet. Adv'r. Ty Krum Co-op
"	"	U. S. Army Football	News Elmer Peterson
Fascinating Rhythm	Toni Co. ive & Take (158)	"	Football Games
"	"	"	"
Army & Air Force Recruiting Football Game (220)	Football Games	"	
"	"	"	"
P & G Life-Beautiful (98)	"	"	"
P & G Ma Perkins (144)	"	-	"
P & G Pepper Young (133)	"	"	"
P & G Right to Hap'ness (142)	"	"	"
Sterling Drug Backstage Wife (142)	"	"	"
Sterling Drug Stella Dallas (142)	"	Races from Belmont	"
Sterling Drug Lorenzo Jones (142)	"	Dance Orch.	"
Sterling Drug Y. Widder Brown (142)	"	"	"
"	"	So This Is Jazz	E. Tomlinson
"	"	"	Whitey Berquist & Orchestra
"	Saturday At the Chase	Ray Cincione's Orch.	Toni Co. Mel Torme (160)
"	"	Rev. Cam. Co. Jan August Show (375)	Wildroot King Cole Trio (159)

* EXPLANATORY NOTES

LISTINGS IN FOLLOWING ORDER: SPONSOR, NAME OF PROGRAM, NUMBER OF STATIONS, AND IN SOME INSTANCES, STARTING DATE.

ABC

10:45-11:00 AM Tuesday, Club Aluminum Products Co. sponsors Club Time over 47 stations; Thursday, 10:45-11:00 AM, The Druckett Co., Dorothy Kilgallen (162) is sustaining time. (Song Spinners)

4:30-4:45 PM Tues-Thurs., Toby Reed. Eddy Duchin, Mon.-Wed.-Fri. ends 10/10—replacement to be announced.

5:30-6:00 PM Jack Armstrong sponsored by General Mills and Sky King sponsored by Derby Foods are heard on alternate days, Monday through Friday.

1:45-2:00 PM Sun., Brown and Williamson sponsors Fact or Fiction, 164 stations.

CBS

11:00-11:05 AM Sat.-Sun., Curtiss sponsors W. Sweeney news, 146 stations.

11:00-11:30 AM Tuesday and Thursday, Arthur Godfrey is sustaining.

9:15-9:30 AM Thurs. and Fri., Ballard and Ballard sponsors Renfro Valley Folks, 58 stations.

8:55-9:00 PM Mon.-Fri., Johns-Manville sponsors Bill Henry News on 86 stations.

8:55-9:00 PM Saturday-Sunday, Ludens sponsors Ned Calmer News, 166 stations.

MBS

8:55-9:00 PM Tuesday and Thursday, Mutual-o sponsors Billy Rose Show, starting 10/14.

NBC

10:00-10:30 AM Tuesday and Thursday, American Meat Institute sponsors Fred Waring Show on 162 stations. On Friday, 10:00-10:30 AM, Minnesota Valley Canning Co., sponsors Waring Show on 160 stations. Waring is sustaining Mon., Wed.

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

A tough-minded examination of 1947 radio values shows that CBS is the most effective network in America, today

There is one yardstick of radio effectiveness the tough-minded advertiser looks at hardest —the actual cost of audiences delivered to *his* program. And the figures show that:

CBS leads all other networks in delivering actual audiences at lowest cost to advertisers

The facts on this have just been summarized in a new CBS study that covers not any one week or month but the entire period of standard time, October 1946—April 1947. And the facts show that for the entire evening schedule on all networks seven nights a week:

The second-best network is only 96% as effective as CBS—and the fourth-best network is only 66% as effective as CBS *—in delivering actual audiences for each advertising dollar expended.*

To see the complete study...
and to get the utmost in Radio values...

SEE CBS . . .
THE COMPLETE NETWORK

New Firm Bids for KERO Under Avco; KSDJ, KOLE, WHTB Deals Pending

AN OFFER to match the terms of the proposed $30,000 sale of KERO Bakersfield, Calif. to Manager Paul E. Bartlett has been filed with FCC by Peter K. Onnigan, KERO announcer, and Thomas B. Reese, associated with agricultural business interests, under provisions of the Commission's Avco open-bidding rule.

The station, operating with 250 w on 1230 kc, is owned by J. E. Rodman. The application for transfer to Mr. Bartlett was filed several weeks ago, contingent upon approval of an application of California Inland Broadcasting Co. for 50 kw on 940 kc at Fresno, Calif. Mr. Rodman is president and owns 40% of California Inland, which was formed by merger of AM-FM holdings of Mr. Rodman and Tulare-Kings Counties Radio Assoc. [BROADCASTING, July 21.]

Mr. Onnigan has a 10% interest in the new partnership, Kern County Broadcasters, while Mr. Reese holds 90%. Mr. Rodman in addition to KERO is licensee of KFRE Fresno and permittee of KRFM Fresno (FM). Under Avco procedure the Commission must determine whether Mr. Bartlett or Messrs. Onnigan and Reese are better qualified to receive assignment of KERO.

KSDJ San Diego, Calif., 5 kw fulltime on 1170 kc, requests assignment of license from Clinton D. McKinnon to McKinnon Publications Inc. The assignee is owned 78% by Mr. McKinnon, president and KSDJ general manager, with remaining interest divided among some 71 employe stockholders. Purpose of the transfer is to permit employes to participate in ownership of the station. The consideration would be Mr. McKinnon's investment in the station at the date of FCC approval of the transfer.

KOLE Port Arthur, Tex., seeks assignment of license to a new partnership composed of two of the present owners, Mary A. Petru and Socs N. Vratis. The new partnership would pay $19,000 for the half interest of Gray R. Harrower and Branch C. Todd, the retiring partners.

This sum is to be advanced by Glenn H. McCarthy, Houston, as option on future purchase of a half interest in a new corporation to be formed to take over operation of the station. Mr. McCarthy would pay a total $55,000 for the half interest in the new firm, Port Arthur Broadcasting Corp. A transfer application for this change will be filed when ready. KOLE is assigned 250 w on 1340 kc fulltime.

WHTB Adds

To obtain experienced management and capital to improve existing facilities, WHTB Talledega, Ala., 250 w fulltime on 1230 kc, has applied for Commission consent to enlargement of ownership participation. A 60% interest, from the holdings of Harry Held and D. Hardy Riddle, would be sold to Melvin Hutson, attorney, for $16,500. The agreement provides that B. C. Eddins be retained as general manager. WHTB has 134 shares outstanding and held as follows: Mr. Held, president, 64 shares; Mr. Riddle, secretary-treasurer, 65 shares; and Julius Vessels, vice president, 5 shares.

WHTB reported for the period Jan. 1 to May 31, 1947, that its earned sales totaled $14,339.27 while operating expenses during the period totaled $15,195.30. Mr. Hutson is to advance $4,000 without interest to pay amount due on the transmitter, according to the application.

WHEN Charles Barry (r), ABC vice president in charge of programs and television, currently in Hollywood, couldn't participate in his regular Thursday night New York bowling session, he did his pin-toppling by teletype from Hollywood at same time New York team bowled. His score was wired to New York. On hand (l to r) as score keepers were J. Donald Wilson, ABC West Coast program manager, and Susan Miller, vocalist on new ABC *Abbott & Costello Show*. Mr. Barry is president of New York Radio Bowling League.

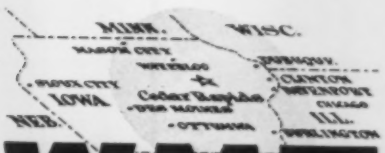
Oldfield Named to Head Army Radio-TV Section

MAJ. BARNEY OLDFIELD, formerly with KFAB-KFOR-KOIL Omaha and Lincoln, has been named chief of the Radio and Television Section, Army Public Information, succeeding Capt. L. G. Schmitz, who resigned Oct. 1 [BROADCASTING, Sept. 15].

Prior to the war, Maj. Oldfield was a motion picture columnist with the *Lincoln* (Neb.) *Sunday Journal & Star*, and reviewed films on KFAB-KFOR-KOIL. He was in public relations during the war with the 82d Airborne Division, and served under Generals Devers, Bradley, Simpson and Field Marshal Montgomery. After leaving the Army he went to Hollywood to do publicity with Warner Bros. He has just returned to duty with the Army.

Smokestacks are going cornstacks better than 50- 50 these days in Iowa.
Iowa farm income is up, of course. (A fabulous 67%, in fact.) But industrial plants are sprouting everywhere. Only 38% of Iowa's income comes from the farm and it's the highest per capita in the U.S.A.
Yes, there's a new look to Iowa. But don't stand there staring! Get on WMT and get your share of the rich harvest of sales in Eastern Iowa.

Wire or phone
your Katz representative now.



WMT
CEDAR RAPIDS

The Station Built By Loyal Listenership . . . Now in its 25th Year!

BASIC COLUMBIA NETWORK

5000 watts 600 kilocycles Day & Night
Member: Mid-States Group

Buying Power

Buying power in New Orleans today is more than 2½ times as great as it was 5 years ago.*

Income

Effective income is higher than the United States average. In 1946, the national index was 237. NEW ORLEANS INDEX WAS 264.*

Retail Trade

Retail trade in New Orleans area was 20.3% above a year ago at end of first quarter of 1947. This increase is considerably greater than average gain of entire nation.**

Industry

New Orleans has retained its wartime industrial growth and continues to grow. New Orleans now shows an index of 167 as compared with 146 in 1945—and 100 in 1939. More industrial workers are employed this year than last—35,000 more than in 1940.

. . . and **WWL** is the greatest selling **power** in the South's **first** city

*Source: SALES MANAGEMENT'S Survey of Buying Power, 1947
Map shows rank in wholesale sales. Rank in retail sales:

1.	New Orleans	5.	Louisville	8.	Fort Worth
2.	Houston	6.	Memphis	9.	Oklahoma City
3.	Dallas	7.	Birmingham	10.	Jacksonville
4.	Atlanta				

**Source: DUN'S STATISTICAL REVIEW.

Full Color 24-Sheet Posters

WWL leads in promotion and merchandising, too!

Using all forms of consumer media, WWL effectively sells its features and its advertisers to the buying public. No other New Orleans station offers such a comprehensive merchandising program.

← Big Newspaper Ads

Point-of-Sale Displays

Street Car Dash Posters

Folks turn first to . . .

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

25 YEARS OF SERVICE

50,000 Watts - Clear Channel
CBS Affiliate

Represented Nationally by the Katz Agency, Inc.

Anti-Climax

CLIMAX SPOT of NBC *Take It or Leave It* program originating in Chicago was cut Sunday, Sept. 28, when the show went off the air before Quizmaster Garry Moore had time to give the results of the $612 jackpot question. The switchboard in Chicago, and other cities, was so swamped with telephone inquiries from listeners that Bruce Dodge, radio director of Biow Co., called Lester O'Keefe, producer of *The Big Break*, the program following *Take It or Leave It* which originates at NBC New York, and asked him to air the results. David Ross, announcer on *The Big Break*, announced the jackpot answer and the fact that no one had answered it.

Hedges of NBC Calls Microwave Relay Of GE a Step to National Video Net

GENERAL ELECTRIC Co. microwave relay [BROADCASTING, Sept. 29] was hailed last week as an event of great significance by William S. Hedges, NBC vice president, who said it is "one of the early steps in the development of a nationwide television network."

Mr. Hedges

Speaking in an NBC video salute from New York and Washington to the relay and to WRGB Schenectady, GE video station, Mr. Hedges pointed out that the video network already extends to Washington, with WBAL-TV Baltimore to be added early this fall and "in the next several months service will be extended into New England as far as Boston."

"Work has already commenced on the building of NBC's television station on Mt. Wilson to serve the thickly populated Los Angeles area," Mr. Hedges reported. NBC also has construction permits for stations in Chicago and Cleveland. Meanwhile, plans are going forward for stations at intermediate points between New York and Chicago and beyond. Programs originating in New York, Washington, Schenectady and other points eventually will be viewed simultaneously by millions in other parts of the nation, he said.

FCC Vice Chairman Paul Walker also lauded the new microwave relay, which will make it possible for WRGB to pick up and broadcast daytime as well as evening telecasts from New York. He termed it "another link in the nationwide television chain which lies ahead . . . one of the electronic highways which bind us closer together, making neighbors of us all."

MORE POWER to radio as Tyrone Power (l) of movie fame confers in Dallas with Lee Segall, operator of Dallas' new KIXL. Mr. Power is 5% owner of the station; Mr. Segall owns 52.4%. Mr. Segall, a former Houston agency executive, is author-owner of *Dr. I. Q.*

5000 on 550

Five thousand watts on 550 kilocycles!

To the engineer it means greater signal strength over a greater area . . . To the listener it means better reception . . . To the advertiser it means more listener impressions per dollar. For 5000 watts on 550 can do the work of 50,000 or even 100,000 watts on less favorable frequencies. It means that KFYR, with 5000 on 550 gives you cleared channel coverage of one of America's richest markets at regional channel rates.

This choice frequency, in combination with an amazingly high ground conductivity, gives KFYR a ground coverage unsurpassed by any station in the nation.

Add to this an intense listener loyalty—carefully built up during the past 22 years—and you have an unbeatable combination for the advertiser who selects stations with care.

KFYR Bismarck, N. D.

NBC Affiliate

5000 Watts — 550 Kilocycles

National Representative: JOHN BLAIR & CO.

JUNIOR OLYMPICS

WJW Cleveland Project Helps Cut Youth Delinquency

JUNIOR ATHLETES from 25 cities in the United States and Canada participated in WJW Cleveland's second annual Junior Olympics, the station reports. Baldwin Wallace Stadium in Cleveland was the scene of the final contests, when 1,100 youngsters competed for blue ribbons.

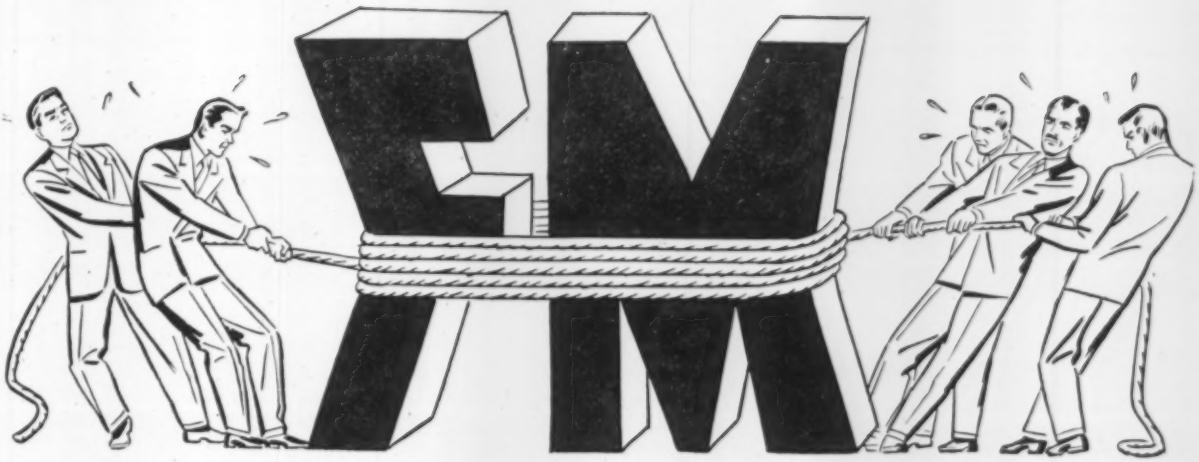
Shortly after school ends in each June WJW inaugurates its Junior Olympics, offering training to junior track stars at 150 playgrounds in cities in its listening area. Religious and educational leaders have hailed the program as one that helps cut juvenile delinquency by providing good summertime recreation.

"Doc" Blanchard, Army's 1946 All American, and Bernarr MacFadden, publisher and physical culturist, participated in the ceremonies at the conclusion of Junior Olympics.

WJW provides promotion material to other stations and newspapers wishing to sponsor Junior Olympics. In Cincinnati, WKRC is sponsor of the project.

SALES amounting to $41,803,472 were reported last week by Vick Chemical Co., New York, for fiscal year ended June 30, 1947. Earnings were reported to be the highest in company's history with net profit for the year just ended, amounting to $4,350,415 compared with $3,802,358 for the previous year.

Don't Murder



Don't mess around with second-rate FM gadgets . . . when FM *DEMANDS* the high quality of

Pilotuner

Mr. Dealer! We earnestly urge: USE THE AMAZING FM PILOTUNER AS YOUR STANDARD OF COMPARISON, in testing ALL FM receivers and "tuners".

That's how you can avoid inferior, "rat-trap" equipment that simply *will not* and *can not* do justice to FM.

FM stations throughout America have acclaimed the PILOTUNER with all the raves in the book. It DOES THE JOB . . . because it's a QUALITY product, backed by Pilot Radio's unsurpassed practical experience in making FM sets.

Remember—we INVITE and WELCOME *legitimate* competition. We deplore ONLY that FM equipment which lacks integrity . . . which can do no good for the dealer, the consumer—or for FM itself.

The fate of FM—the glorious, most modern kind of broadcasting—is *in your trust*. Guard it well! Join the swing to the BEST FM . . . headed by the original PILOTUNER.

PILOT RADIO CORPORATION, 37-06 36th ST., LONG ISLAND CITY, N. Y.

Makers of PILOTONE VINYLITE RECORDS • PIONEERS IN SHORT WAVE • FM • TELEVISION

THREE NEW SERVICES STARTED BY HOOPER

C. E. HOOPER INC. last week announced three new Hooperating service features: minutes of listening, average quarterly ratings and distribution of sets-in-use.

The first, according to Mr. Hooper, provides subscribers with "a continuing record of the number of minutes of listening in available homes, i.e., homes in which someone is at home and awake.

The issuance of quarterly Hooperatings, he said, "is prompted by our desire to save our subscribers clerical expense." Figures on the distribution of sets-in-use, Mr. Hooper explained, express distribution in local time, thereby supplying hitherto-unpublished comparisons and making possible comparative study of different procedures in dealing with daylight saving time, rebroadcasts or delayed broadcast policies comparatively by networks.

MOST INTENSIVE sports coverage WJBO Baton Rouge has undertaken is arranged as the station contracts to broadcast all Louisiana State U. football games. Broadcasts will be sponsored for the second consecutive season over WJBO and the entire Louisiana Network by Guaranty Income Life Insurance Co. Participants are (l to r): Bob Sceare, color announcer; Forrest G. Ray, insurance firm secretary; George A. Foster, insurance company president; John Ferguson, play-by-play announcer; Tom Gibbens, WJBO commercial manager.

39
STAR STUDDED PROGRAMS ARE READY For YOUR Fall and Winter Sales!
7 NETWORK ★Stars★
The KINGS JESTERS Show
TRANSCRIBED
WRITE OR WIRE
JEWELL RADIO PRODUCTIONS
Telephone Superior 5526
WRIGLEY BUILDING · 410 N. MICHIGAN AVE · CHICAGO 11 · ILL.
INDIVIDUAL SPONSOR SPOTS IS A COPYRIGHTED FEATURE OF JEWELL RADIO PRODUCTIONS

RADIO MEN ORGANIZE PUERTO RICAN GROUP

ALL PUERTO RICO broadcasting stations now on the air, and permittees holding construction permits met in Caugas, Puerto Rico, last month to form the Puerto Rican Association of Broadcasters (Asociacion Puertorriquena de Radiodifusion). With the number of stations doubled since the end of the war, and national and local radio budgets at an all time high, the broadcasters have banded together to improve radio standards on the island.

Fourteen stations are now on the air, and 11 are under construction. Representatives from each station and permit holder were present at the organizational meeting.

Tomas Muniz, WIAC San Juan, was elected president of the group and Harwood Hull Jr., WAPA San Juan, vice president. Other officers are: A. Gimenez Aguayo, WPAB Ponce, treasurer; Antonio Alfonso, San Juan, secretary; and Eli B. Canel, WNEL San Juan, Jose Bechara, WKJB Mayaquez, Angel del Valle, WKAQ San Juan and F. Virella, WVJB Cauguas, directors.

Headquarters of the new association will be in San Juan. Annual meetings of the association will be held in cities throughout the island, and officers and directors will meet monthly. The new Constitution and By-Laws have been approved by all members. The organization is considering affiliation with NAB and Inter-American Assn. of Broadcasters.

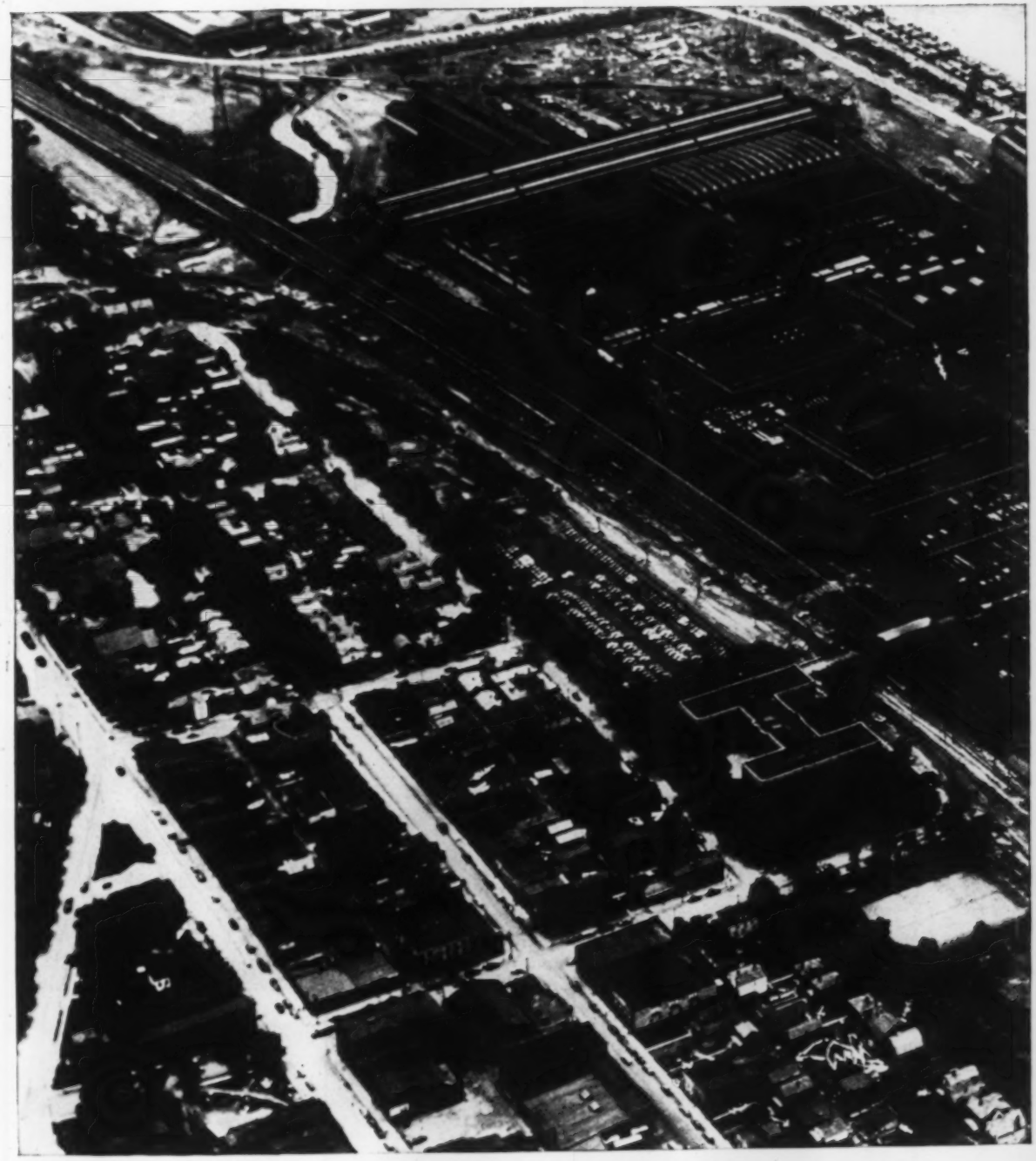
Eleanor Roosevelt Agrees To Moderate Radio Show

MRS. ELEANOR ROOSEVELT will serve as permanent moderator of a new ABC weekly program series to be heard as part of that network's World Security Workshop, Robert Saudek, ABC's public affairs director, said last week.

Mrs. Roosevelt, a member of the U. S. delegation to the UN Assembly, disclosed that Andrei Vishinsky, deputy Soviet foreign minister, was among those invited to appear on the first program of the new series, heard yesterday (Oct. 5) 12:30-1 p.m. Other UN representatives will be invited to future programs, which originate at WKIP Poughkeepsie near Mrs. Roosevelt's home in Hyde Park.

WMCK-FM on Air

WMCK-FM McKeesport, Pa., has begun regular broadcast service operating on 104.9 mc, Jack Craddock, station manager, reports. Key positions on the staff, in addition to Mr. Craddock's are held by Roy E. Ferree, commercial manager, Pat Haley, program director, and Charles W. White, chief engineer. WMCK-FM and its AM affiliate, WMCK (1 kw fulltime on 1360 kc) are operated by Monyough Broadcasting Co. Inc. Studios are in McKeesport's Elks Temple.



AMBRIDGE IS 100% • If you live in Ambridge, Pa. (as do 25,000 other people) and if you listen to the radio (as do most of them) we *know* you listen to KDKA.

In Ambridge, a growing industrial center with $18 million retail sales in 1946, KDKA's daytime BMB rating is 100%. Astounding? Not for KDKA. In the Pittsburgh area.. the nation's sixth market.. KDKA has 19 BMB daytime counties in the 90-100% class, and 24 BMB nighttime counties in the 90-100% class. Altogether, BMB credits KDKA with 1,159,910 daytime families, and 1,303,520 nighttime families.

Such widespread listenership, naturally, is an asset to any station. It is of special importance in the Pittsburgh market, where 66.3% of the district population live *outside* the city limits. And no Pittsburgh station approaches KDKA in thoroughness of coverage, by BMB standards or any other criterion. See NBC Spot Sales for availabilities.

KDKA, Pittsburgh. 50,000 watts, NBC affiliate. Westinghouse Radio Stations Inc. (KEX, KYW, WBZ, WBZA, WOWO, KDKA). *Represented nationally by NBC Spot Sales—except KEX. KEX represented nationally by Free & Peters.*

KDYL
WLW
KYW
KELO
KRGV
WHO
WTIC
WLW
WKY
WSYR
KSTP
WSB
WKY
WNBW
WNBT
VAN BELLEN

We're proud to be affiliated with stations like these

10TH ANNUAL BILLBOARD PROMOTION AWARDS TO NBC AFFILIATES

Overall Promotion	Public Service Promotion	Single Campaign
WLW *Cincinnati*	WHO *Des Moines*	KSTP *Minneapolis*
KYW *Philadelphia*	WTIC *Hartford*	WSB *Atlanta*
KDYL *Salt Lake City*	WLW *Cincinnati*	WKY *Oklahoma City*
KELO *Sioux Falls, S. D.*	WKY *Oklahoma City*	
KRGV *Weslaco, Texas*	WSYR *Syracuse*	

TELEVISION AWARDS

Overall Promotion: WNBW *Washington* **Single Campaign:** WNBT *New York*

THERE'S NO LIMIT to the imagination and energy put forth by NBC affiliated stations in promoting their activities. WLW in Cincinnati sprouted wings and carried passengers on a fact finding tour of Europe—KSTP in Minneapolis jumped into the surrounding lakes, tagged the fish and came up with a superlative bit of imaginative promotion. WHO in Des Moines helped support Iowa's tall corn stories with a Corn Plowing and Soil Conservation Field Day. Other NBC affiliated stations displayed equal ingenuity.

On the serious side, NBC affiliates placed one-two-three in the Public Service Promotion Awards for clear channel affiliates, and took two out of four Public Service Awards in the regional channel classification.

While its stations were reaping nearly half of all the Billboard awards given to network affiliates, NBC was not idle. It was polishing up its own entry in the Single Campaign Division—its *It Happened on NBC* series. The result: First Prize.

What does all this prove? It's the stations that make a network—America's Number One Stations add up to NBC—

America's No. 1 Network

the National Broadcasting Company

A service of Radio Corporation of America

HOW WELL DO YOU KNOW YOUR MARKETS?

A TIMELY MARKET QUIZ FOR SALES-MINDED EXECUTIVES

How many new industries came to Memphis in 1946?

1. Forty-nine?
2. Fifty-nine?
3. Sixty-nine?
4. Seventy-nine?

ANSWER:

Since 1940 more than 100 new industries have been attracted to this rich Southern metropolis, seventy-nine of them in 1946! This tremendous industrial expansion created 7,100 new jobs and a capital investment of over $29,000,000! WMC at 790 on the dial of 684,460 radio families, is the favorite station in Memphis and the Mid-South!

WMC "the station *most* people listen to *most*"

★ MEMPHIS ★ 5000 WATTS DAY & NIGHT

Owned and Operated by
The COMMERCIAL APPEAL
National Representatives
The BRANHAM COMPANY

NBC AFFILIATE

When it's Memphis you want . . . . . It's WMC you need.

WMC-FM . . . The first FM broadcasting station in Memphis and the Mid-South

Total Sets-in-Use In N. Y. Up Slightly

The Pulse Inc. Finds Winchell, Lux Show in Sept. Top 10

SEPTEMBER report of The Pulse Inc., for New York showed a "very slight" increase of sets-in-use over the August figure. The return to the air of *Lux Radio Theatre* and Walter Winchell found both in the top ten listings for September. Both had higher ratings than the top show in August. Baseball continued to lead week-end daytime listening.

Here are the top ten evening and daytime shows, as compiled by The Pulse:

Evening

Lux Theatre, 16; Break the Bank, 14.7; Walter Winchell, 14.0; Take It or Leave It, 13.7; Mr. District Attorney, 13.7; Can You Top This, 11.3; This is Your FBI, 11.0; The Fat Man, 10.7; Your Hit Parade, 10.7; Dr. Christian, 10.3; Suspense, 10.3.

Daytime

My True Story, 5.9; News—Harry Clark, 5.5; Rosemary, 5.5; Grand Slam, 5.4; Arthur Godfrey (11:15), 4.9; Arthur Godfrey (7:30), 4.7; News—P. Robinson, 4.7; Breakfast Club, 4.7; Helen Trent, 4.7; Big Sister, 4.7; Make Believe Ballroom, 4.7.

NATL. SAFETY COUNCIL CITES FOUR STATIONS

FOUR stations were cited for "awards of honor" as contributing "best safety programs in their class" in the Third Annual Farm Safety Contest sponsored by the National Safety Council, Chicago. Awards follow:

WHO Des Moines, in 10-50 kw clear channel class for "best individual all-year round farm safety campaign"; WTIC Hartford best in the 10-50 kw non-clear channel class, for "preparation and production of farm safety programs"; WKY Oklahoma City, the 1-10 kw class, for "carrying public service beyond studio walls to farms, schools and fairs"; KWG Stockton, Calif., 1 kw and under, for a "keen sense of responsibility to safety."

WGY Schenectady won in the open competition for most original farm safety program during National Farm Safety Week. WMT Cedar Rapids Ia., was awarded a certificate of honor for "exceptional year-round program of farm safety education." CBS received a special award for *CBS Country Journal* for the most original network farm safety program.

Morris Appointed

ROBERT M. MORRIS, assistant to C. Lloyd Egner, NBC vice president in charge of recording, has accepted chairmanship of the NAB Recording & Reproducing Standards Executive Committee. The committee will endeavor to complete action on adoption of standards in time for the NAB spring convention [BROADCASTING, Sept. 29]. The job was started some years ago but was held up by the war. Work was resumed this year under direction of Royal V. Howard, NAB director of engineering.

LOOKING OVER contract providing for one-year sponsorship of *The Concert Hall* over WHIM, Providence independent, is Frederick W. Aldred, chairman of the board of the sponsoring firm, Gladding's Inc., department store. Participating in completion of contract arrangements were (l to r): Claire R. Grenier of Gordon Schonfarber & Assoc., agency which handles Gladding's account; Robert T. Engles, WHIM general manager; Laure A. Brundage, Gladding's advertising manager. The show, featuring classic music, is heard Mon.-Fri., 11 a.m.-12 noon. Gladding's sponsorship began Sept. 22.

WHRV (1 KW, 1600 KC) BEGINS IN ANN ARBOR

WHRV planned to begin operations yesterday (Oct. 5) at Ann Arbor, Mich., on 1600 kc as a 1-kw fulltime ABC outlet, according to an announcement by the permittee, Huron Valley Broadcasters Inc.

Station's one-story studio and transmitter building is of rambling design, employing the new Brickote treatment over cinder blocks, and is located about midway between Ann Arbor and Ypsilanti.

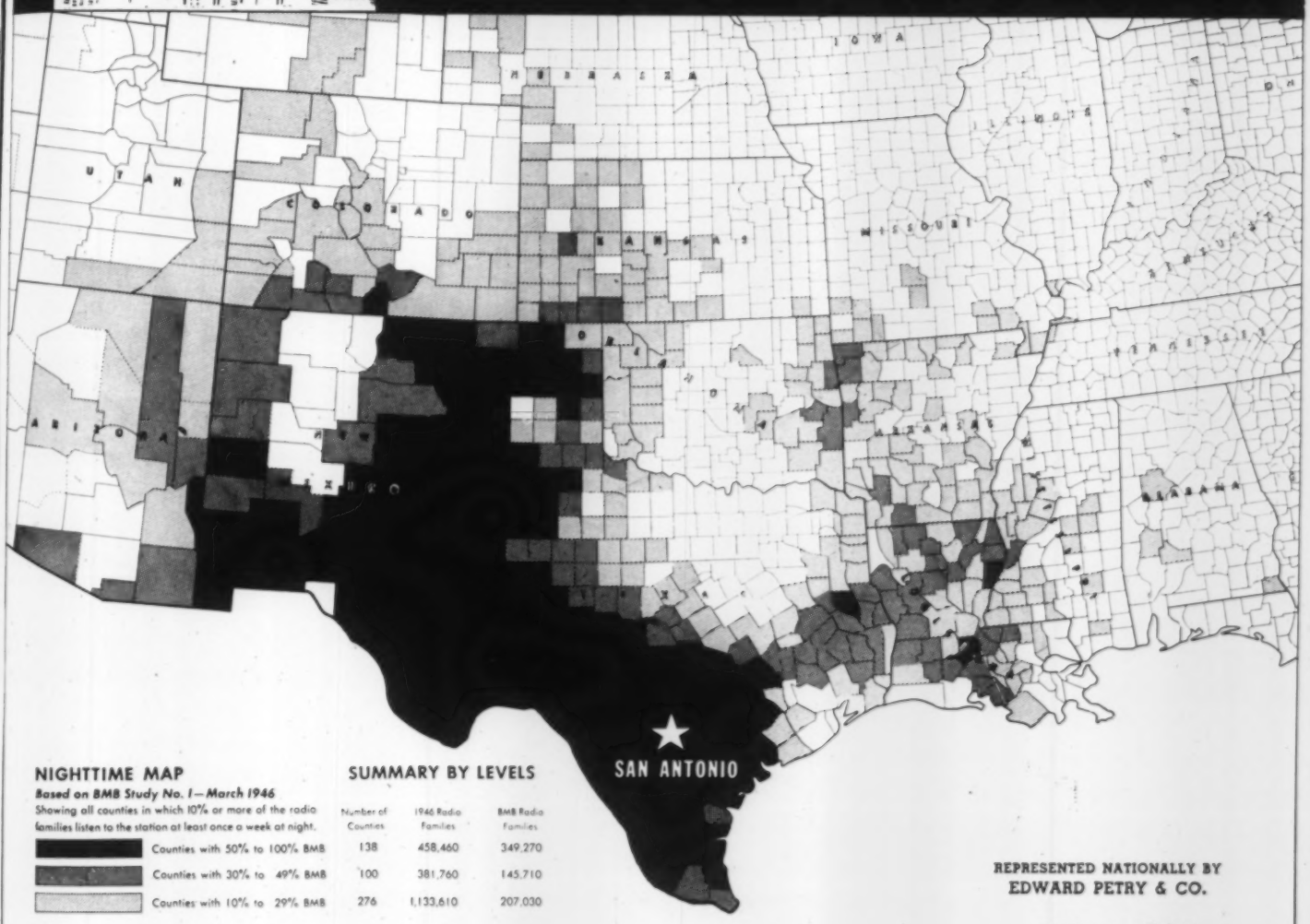
Principal owners of Huron Valley Broadcasters are R. A. Connell and James F. Hopkins, who recently disposed of WJBK Detroit. Mr. Hopkins is manager of WHRV. He and Mr. Connell are continuing their association in the Michigan Music Co., Detroit, franchise holders for Musak Inc.

In announcing its opening WHRV used 75-inch advertisements in 11 dailies and weeklies in its listening area.

Barber, Allen Honored

RED BARBER, CBS sports director, and Mel Allen, New York Yankees broadcaster, who together broadcast the 1947 World Series, have been named as the top broadcasters of the year in the National and American Leagues respectively by the *Sporting News* magazine. The current series was the 10th Mr. Barber has described and the fourth for Mr. Allen.

514 Counties in 16 States prove WOAI'S Nighttime Superiority



NIGHTTIME MAP

Based on BMB Study No. 1—March 1946

Showing all counties in which 10% or more of the radio families listen to the station at least once a week at night.

SUMMARY BY LEVELS

	Number of Counties	1946 Radio Families	BMB Radio Families
Counties with 50% to 100% BMB	138	458,460	349,270
Counties with 30% to 49% BMB	100	381,760	145,710
Counties with 10% to 29% BMB	276	1,133,610	207,030
Total	514	1,973,830	702,010

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO.

NBC · TQN

WOAI San Antonio

50,000 WATTS Clear CHANNEL

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

DISC M. C. now is Max Dolin, musical director of KIRO Seattle and nationally known violinist-conductor, who has laid aside his baton to follow latest trend. Onetime NBC Western Division musical director, Mr. Dolin held down a similar post with KIRO for eight years until recently. Platters are interspersed with comment by Mr. Dolin on the background of music and musicians heard on the records.

'N. Y. Daily News' Names Advisory Board on Video

THE *New York Daily News* has announced the appointment of 14 members of its staff as an advisory board on programming for its television station, WLTV. The group will be headed by Richard Clarke, *News* executive editor.

According to F. M. Flynn, the newspaper's president and general manager, construction of the station will be begun and an advertising survey will be launched immediately by Clifford Denton, the station's technical expert, and B. O. Sullivan, advertising research director.

Members of the WLTV advisory board include:

Mary King, women's editor; Antionette Donnelly, beauty editor; Loretta King, movie critic; Hedda Hopper, Hollywood columnist; Molly Slott, sydicate manager; W. R. Fritzinger, promotion manager; George Morris, publicity manager; Ben Gross, radio editor; Carl Warren, broadcast editor; Jimmy Powers, sports editor; George Schmidt, picture assignment editor; John Chapman, drama editor; Ed Sullivan and Danton Walker, columnists.

MANAGEMENT

HOWARD STANLEY, director of advertising and sales promotion for CBS Radio Sales, has resigned to become assistant general manager of WEAM Arlington, Va. Mr. Stanley joined WTOP-CBS Washington in 1943 as sales promotion manager and press information director for CBS in Washington. After 15 months he was advanced to CBS in New York as assistant director of advertising and sales promotion for O&O stations, and in June of last year was appointed to CBS Radio Sales.

Mr. Stanley

FREDERICK E. BIEBER, former assistant manager of WTHT Hartford, Conn., has been named general manager of WLCR, new daytime station under construction at Torrington, Conn. Mr. Bieber joined WTHT in 1936, and served successively as engineer, announcer, program manager and commercial manager until his appointment as assistant manager in 1942.

PIERRE PAULIN, for past seven years announcer with KDKA Pittsburgh, has been named general manager of WESA, new station under construction at Charlerio, Pa.

ARTHUR L. EILERMAN, president of WZIP Covington, Ky., has taken over duties of general manager, following resignation of **CHARLES TOPMILLER,** who is now general manager of WCKY Cincinnati.

RALPH MILLER, former sales manager of KCRA Sacramento, has been appointed general manager of KVOS Bellingham, Wash. Prior to joining KCRA Mr. Miller was sales manager of WKY Oklahoma City for six years.

Mr. Miller

ROLAND VAILE, program director, has been elevated to assistant manager of KCMJ Palm Springs, Calif.

DANIEL J. HYLAND Jr., senior announcer at WAAB Worcester for past four years, has been appointed general manager of WARE Ware, Mass., new station under construction. Mr. Hyland has been in radio for ten years and formerly was with WSAR Fall River, Mass., WPRO Providence and WHAI Greenfield.

CHARLES J. RUDD, formerly with CKNW New Westminster, B. C., has been appointed station manager of CJAV Port Alberni, B. C. Mr. Rudd, who was with West Coast stations before the war, served with the Canadian Forces Radio Service in England and Holland.

Mr. Rudd

JIMMY TRIPPE, former commercial manager of WROM Rome, Ga., has been named manager of WHTB Talladega, Ala. Mr. Trippe formerly was with WKUL Cullman, Ala.

KEN R. DYKE, NBC administrative vice president, is to address the Boston Conference on Distribution Oct. 20 on "Selling Democracy to the Japanese." On Oct. 15 he is scheduled to speak on radio before the Des Moines Women's Club.

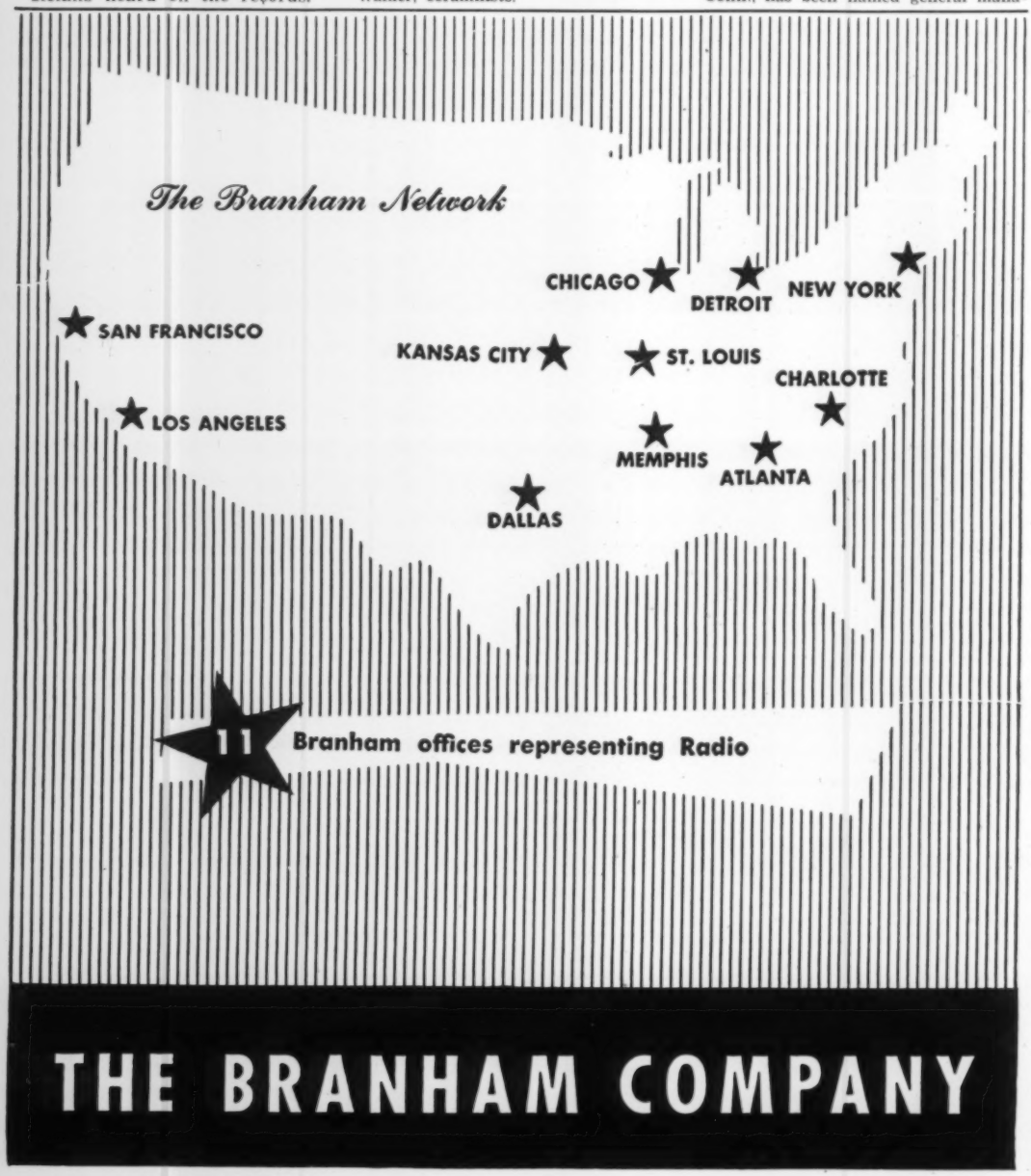
MARK WOODS, ABC president, has been elected to the board of directors of Brand Names Foundation Inc., of New York.

IRA DILWORTH, head of CBC International Service, Montreal, has returned from a trip to Europe and attendance at UNESCO meetings in Paris, and brought back favorable reports on reception of impartial Canadian news broadcasts in Europe.

NATHAN STRAUS, president of WMCA New York, was guest speaker on State Dept.'s "Voice of America" broadcast to Germany Sept. 24.

THOMAS DARLING, assistant manager of CHML Hamilton, Ont., since 1944, has been appointed manager of CHML. He started at CFCH North Bay as announcer in 1929, became manager of CKGB Timmins in 1933, assistant manager of CJKL Kirkland Lake, manager of CFCH, and in 1941 joined CHML.

WFMO Jersey City, N. J., FM station had its formal opening Sept. 25 at 5 p.m. Broadcast originated at the station's studios at 880 Bergen Ave., Jersey City. Shedule during the first few months of operation will be Mondays through Fridays, 7 a.m.-10 p.m., Saturdays, 7 a.m.-12 midnight and Sundays, 9 a.m.-10 p.m.



Now... YOU can select a monitoring speaker to fit your needs

728B—12" direct radiator.
30 watts. 60—10,000 cycles.

New Western Electric speakers for every broadcasting use

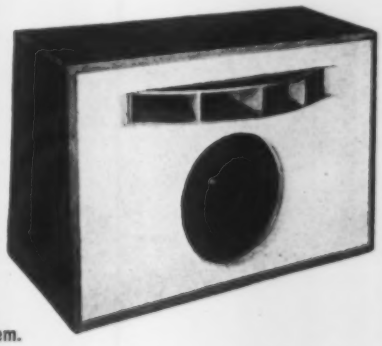
Now you can enjoy truly lifelike sound reproduction, unmatched tonal brilliance—in control rooms, clients' booths, offices, reception desks—with these small, wide range Western Electric loudspeakers.

Designed by Bell Telephone Laboratories, they fill the requirements of every broadcaster for high quality reproduction regardless of power handling capacity.

For full details, get in touch with your nearest Graybar Broadcast Representative, or send the coupon to Graybar.

756A—10" direct radiator.
20 watts. 65—10,000 cycles.

755A—8" direct radiator.
8 watts. 70—[illegible],000 cycles.



757A—dual unit system.
30 watts. 60—15,000 cycles.

Distributed by Graybar
OFFICES IN 95 PRINCIPAL CITIES

Western Electric

— QUALITY COUNTS —

Graybar Electric Company B-2
420 Lexington Ave., New York 17, N. Y.

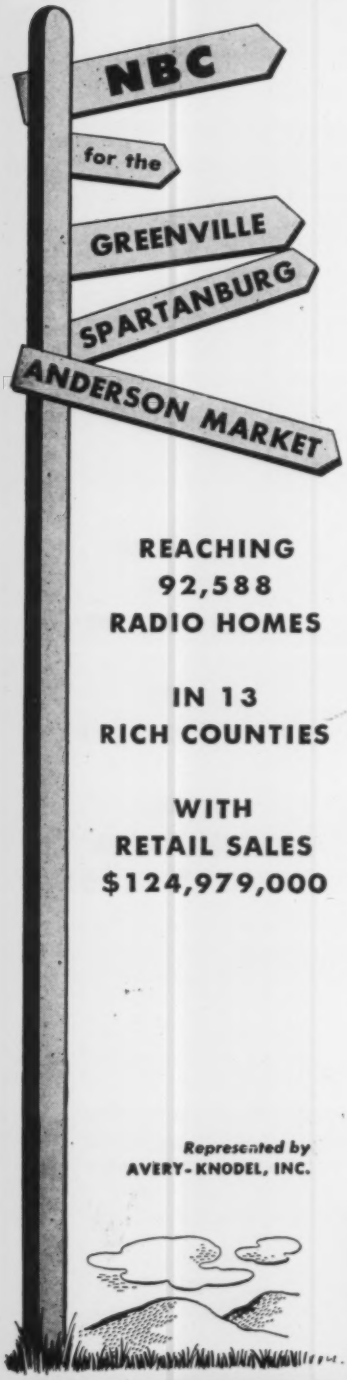
Gentlemen: Please send me literature and information on the new line of Western Electric loudspeakers.

*Name*_____

*Station*_____

*Address*_____

*City*_____ *State*_____



REACHING
92,588
RADIO HOMES

IN 13
RICH COUNTIES

WITH
RETAIL SALES
$124,979,000

Represented by
AVERY-KNODEL, INC.

WFBC
GREENVILLE
SOUTH CAROLINA
NBC 5000 WATTS DAY or NIGHT

Western Heater Company Expanding Use of Radio

PAYNE FURNACE COMPANY, (gas heaters) Beverly Hills, Calif., which in May of this year initiated a radio campaign on a few California stations, has just completed extension of that campaign to 60 stations in the West and South. An average of four one-minute spot announcements are being used on the entire list of stations. Dealer support has been secured in the current campaign.

The sponsor stated that this is believed to be the largest radio campaign in the history of the gas heating industry. In conjunction with the radio campaign, it is carrying on a vigorous merchandising program to the trade. Radio campaign extends as far east as Orlando, Fla. Further expansion is now taking place, through addition of evening station breaks on more major network stations in key sales territories.

Knollin Advertising Agency, San Francisco and Los Angeles, handles the account.

CBS Plans Pacific Coast Daytime 'Mood' Shows

TO BOLSTER daytime programming on the Pacific Coast, CBS will "capitalize on mood listening in that area by lining up programs of comparable quality in sequence," according to Wayne Steffner, Western Division sales manager.

This will be accomplished through use of transcriptions in part with the following afternoon schedule in effect: (all times are PST) 2-2:30 p.m. *Winner Take All*, transcribed and sold cooperatively; 2:30-3 p.m. *House Party*, transcribed and cooperatively sponsored until Dec. 1 when General Electric resumes; 3-3:30 p.m. *Meet the Missus*, regional audience participation format with participating sponsorship; 3:30-4 p. m. *Arthur Godfrey*, by Liggett and Myers Tobacco Co. (Chesterfield), transcribed; 4-4:30 p.m. *Evelyn Winters*, transcribed daytime serial, sponsored by Manhattan Soap Co.; 4:30-5 p.m. *Metropolitan News* specially prepared for West Coast listeners sponsored by Metropolitan Life Insurance Co.

Commercial

ROBERT J. CAMPBELL, formerly with WWVA Wheeling, W. Va., has been named sales manager of WTRF and WTRF-FM, new stations at Bellaire, Ohio, scheduled to begin operations about Nov. 1. Mr. Campbell joined WWVA in 1938 as commercial representative. He entered the armed forces in 1941 and upon release from the service, returned to WWVA where he remained until accepting present position.

ARCH SHAWD, executive vice president and general manager of WTOL Toledo, Ohio, has resigned to become sales manager of WJR Detroit. Mr. Shawd was formerly associated with CKLW Detroit as general manager and WXYZ that city, as sales manager. He has been active in radio industry since 1932 and is credited as originator of the "Junior Town Meeting" broadcasts.

Mr. Shawd

W. S. GRANT Co., San Francisco, station representative, will represent KCMJ Palm Springs, Calif., nationally except in Los Angeles, effective Oct. 1. **DICK JOY** and **GEORGE W. IRWIN**, station manager and commercial manager, respectively, will handle all Southern California sales. KCMJ has moved sales and business offices to 174 North Palm Canyon Drive, that city.

THOMAS B. ELLSWORTH, former assistant director of the CBS Sales Presentation Div., has been named sales promotion director of Radio Sales, the spot broadcasting division of CBS. He succeeds **HOWARD STANLEY**, resigned [see Management]. Mr. Ellsworth joined CBS in 1945. Before that he was sales and program presentation writer for MBS.

ROBERT KUHN, former promotion manager of WPAY Portsmouth, Ohio, has rejoined WPAY as traffic director.

AVERY-KNODEL Inc. has been named station representative for WAYS Charlotte, and WNAO Raleigh-Durham, N. C., now under construction.

ROBERT McFAYDEN has been appointed as research associate in charge of management division of NBC's research department. He replaces **JOHN COLEMAN**, who resigned recently to join General Foods Corp. **HOWARD GARDNER** has been named research associate in charge of department's rating division and **WILLARD ZURFLIEH** has been named research assistant in circulation division.

PAUL H. RAYMER INC., New York, has been appointed by WQXR New York as its national sales representative in U. S. **DONALD COOKE INC.**, New York, formerly represented the station.

ALAN FREDERICKS, formerly with WFTC Kinston, N. C. and WFBL Syracuse, has been appointed sales director of WGAI Elizabeth City, N. C.

FORJOE & Co. has been appointed national representatives for WMLO Milwaukee.

JOHN E. PEARSON Co. has been appointed national representatives for KXOL Ft. Worth, KRRV Sherman-Dennison, Tex., KELP El Paso, and WHIZ Zanesville, Ohio.

BOB BRAZILL has joined sales staff of KANA Anaconda, Mont.

BILL HUNEFELD, Navy veteran with several years advertising experience, has joined sales staff of KLX Oakland, Calif.

E. C. CRANE, promotion and publicity director of WING Dayton, has been appointed account executive of that station.

TONY LeFROY has joined sales staff of CFRN Edmonton.

ADAM J. YOUNG JR. Co. has been appointed Eastern representative for KCOK Tulare, Calif., effective Oct. 15. KCOK is to be represented on West Coast by **WESTERN RADIO ADV.**, also effective Oct. 15. Station is now represented by **HOMER GRIFFITH CO.**

WMAL-TV Washington, Washington Evening Star video station, has appointed ABC's Spot Sales Dept. as national representative.

WILLIAM HUNEFIELD, recently discharged from the Navy and prior to that in advertising business in Oakland, Calif., has joined sales staff of KLX Oakland.

ART DURAM, sales promotion director of WBBM Chicago, is the father of a boy, Michael.

LEON WRAY, account executive of Don Lee Broadcasting System, Hollywood, and Mary Elizabeth Oliver were to be married in that city Oct. 3.

FRANK ONSTOTT has joined KCOK Tulare, Calif., as bookkeeper and traffic manager.

SHERRIL W. TAYLOR, new to radio, has joined sales service department of KSL Salt Lake City.

ROBERT W. THOMAS, formerly with Western Airlines on West Coast, has joined sales staff of WWSW Pittsburgh.

ENJOYING 25th anniversary festivities of WSYR Syracuse, N. Y. [BROADCASTING, Sept. 29] is this industry group. Standing (l to r): Col. Harry C. Wilder, WSYR president; his father, Mark S. Wilder, station vice president; William S. Hedges, NBC vice president in charge of planning and development; Harry C. Kopf, administrative vice president of NBC in charge of network sales, national spot sales, owned and operated stations and station relations; and Easton C. Woolley, director of NBC stations department. Seated: Charles E. Wilson, president, General Electric Co.; E. R. Vadeboncoeur, WSYR vice president, and Harry Hershfield of NBC's *Can You Top This.*

CBS Radio Sales

CBS will represent not more than 15 stations through its spot broadcasting division, Radio Sales, it was announced last week by Howard Meighan, the network's vice president in charge of sales. Mr. Meighan also disclosed that KSL Salt Lake City would be represented nationally by CBS through Radio Sales effective Jan. 1, 1948, making it the 11th station in that category [BROADCASTING, Sept. 29].

Sponsored by:
CHICAGO MOTOR CLUB A.A.A.

Sept. 27 VANDERBILT at NORTHWESTERN

* Oct. 4 ILLINOIS at IOWA

Oct. 11 NOTRE DAME at PURDUE

Oct. 18 MICHIGAN at NORTHWESTERN

Oct. 25 IOWA at NOTRE DAME

Nov. 1 MICHIGAN at ILLINOIS

Nov. 8 ARMY at NOTRE DAME

Nov. 15 NOTRE DAME at NORTHWESTERN

Nov. 22 NORTHWESTERN at ILLINOIS

Dec. 6 NOTRE DAME at SOUTHERN CALIFORNIA

An extra for followers of high school football

Nov. 29 CHICAGO PREP CHAMPIONSHIP at SOLDIER FIELD

extra points are important

Yes, it's the extra points that make the difference . . . in a football game or a radio broadcast . . . and we believe that WGN's 1947 football coverage has the extras that count: a nationally known sportscaster, Jack Brickhouse, and a schedule that is completely *middlewestern*, where the best football is played.

In Chicago you can be sure your radio advertising regularly covers the *extra points* in the middlewest by placing it on WGN.

*Subject to World Series Date

A Clear Channel Station . . .
Serving the Middle West

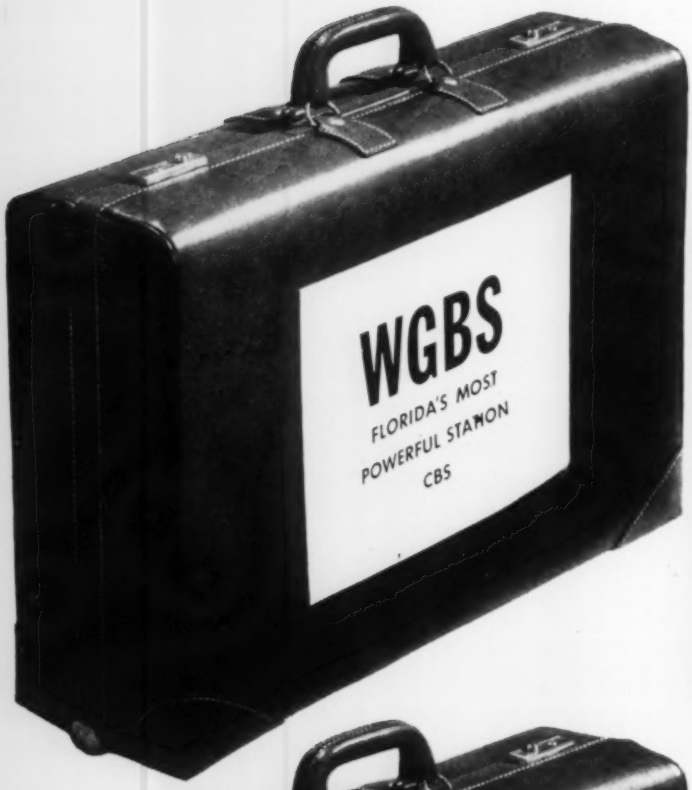
MBS

WGN

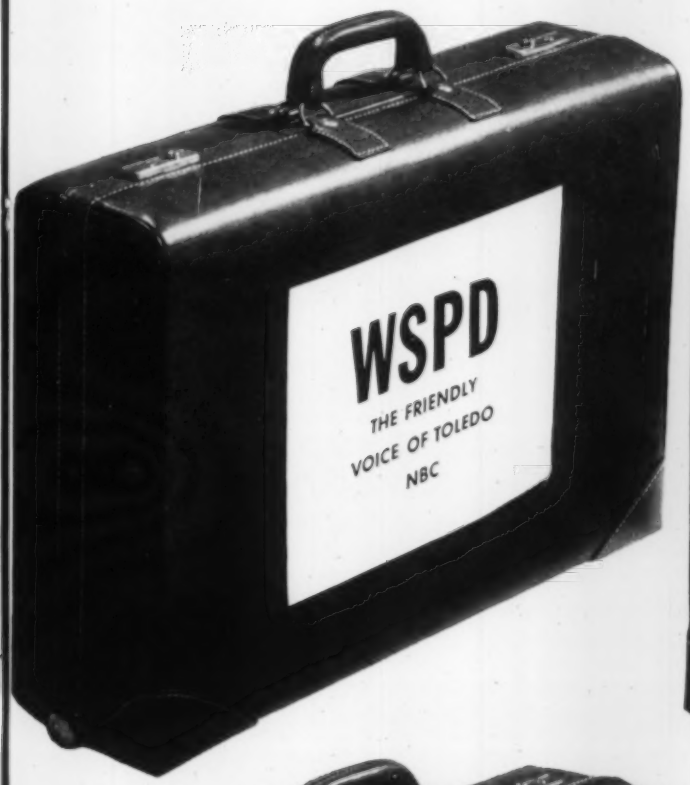
Chicago 11
Illinois
50,000 Watts
720
On Your Dial

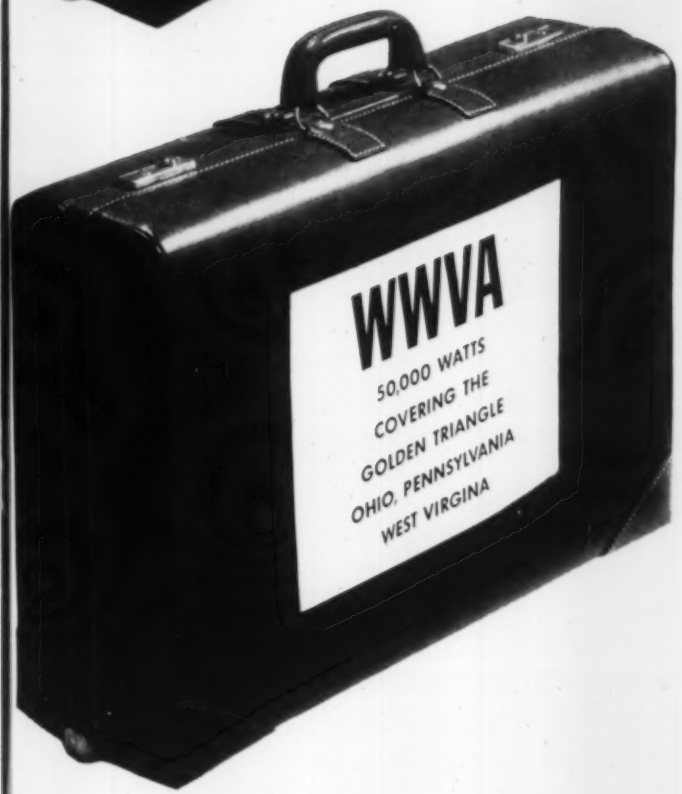
Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13

want to go places in



seven leading markets?





You're heading for more sales when you place your advertising message on these seven leading stations in seven leading markets. Ask your Fort Industry Company representative about availabilities.

A FORT INDUSTRY STATION

"You can bank on a Fort Industry Station"

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O.
WWVA, Wheeling, W.Va.
WMMN, Fairmont, W.Va.
WLOK, Lima, O.
WJBK, Detroit, Mich.
WAGA, Atlanta, Ga.
WGBS, Miami, Fla.

Editorial

Well Done, Mr. Denny!

AFTER ALMOST five months of continuous sessions, the International Telecommunications Conferences adjourned in Atlantic City last Thursday, with the formal signing of treaty documents. New international radio law thus was promulgated, incorporating all of the advances achieved during World War II.

What transpired at Atlantic City has no immediate bearing upon what you may transmit or your listeners may hear. Allocations were treated in spectrum blocks by continent and hemisphere. Domestic allocations will stem from tributary regional conferences which are upcoming. NARBA, which settles allocations of standard broadcast channels available to this continent, is one of these. Engineering preparations begin in Havana next month for that important conference.

The manner in which the Atlantic City sessions were conducted is a tribute to the administrative genius of Charles R. Denny, chairman of the FCC and chairman of all three of the separate conferences. There were 700 delegates and observers from 78 nations. There were divergent views. Virtually every kilocycle and every word was fought over (and there were 850 pages of treaty). Morale was at low ebb, with inflated costs and tight accommodations at Atlantic City. Yet the desired results were achieved almost within the set deadline and with no impasses and a minimum of crises.

Mr. Denny may be leaving government service soon—before the end of the year. If he leaves, he can do so with the knowledge that his Atlantic City mission was accomplished expertly and in a manner that is a credit to his nation and to himself. Few men of his years have accomplished as much in our times.

Taft Taffy

SENATOR Robert A Taft, the calculating Republican Presidential aspirant, gives radio a black eye on treatment accorded the G.O.P. in Washington. Newspapermen generally, he said, give the party an even break; newspaper columnists less than an even break, and radio commentators: "Very much worse than an even break." Further, he said, radio gives the Republicans "a bad break," while "'two-thirds of the radio comment is anti-Republican."

Strange words from an avowed candidate out to make friends and influence people. Strange also because we know of no other Republican leader who harbors similar views. His views, incidentally, are totally at variance with those of CIO, which contends radio comment is preponderently slanted toward "capital" and Republican "reaction."

Oh, well, we imagine radio can hold steady when both sides are pot-shotting from opposite directions. We've never detected stations or networks which wear any man's political collar, although the move toward uninhibited "editorializing" might make party labels the rule. And that would loose torrents of oratorical fire that would make the Taft blast sound like a nursery rhyme.

Meanwhile, we suggest Mr. Taft, just emerging from his austere Senatorial cocoon, rub elbows with the boys in the back room at WKRC Cincinnati, affiliated with the *Times-Star*, and owned by the Taft family. He then would learn at first hand about radio life in a big city.

Enterprise for Survival

IN THESE LAND-RUSH days of radio, station rosters read in box-car numbers. There are now nearly 3,000 stations of all classifications authorized. When the war ended in late 1945, there were about 1,000. Although many stations are not air-borne,most will be built.

The big question mark has been whether audience will increase in ratio to the station population. Thus far the picture has been disappointing. In a special analysis for BROADCASTING, C. E. Hooper reports sets in use have risen only 8.5% since the war in 17 cities where station population has increased 31.7%.

The answer appears to be that new stations, instead of appealing to a new audience, are following familiar patterns. They are not creating new listeners, but rather are attempting to divert existing ones to their dial-settings.

It has been evident for some time that all of the newcomers will not succeed and that some of the "old-timers" will falter. Stations are being offered for sale after brief operation. Others won't be completed. Licenses have been turned back; there have been consolidations.

Until now, radio always has been plagued by the "scarcity" factor—not enough wavelengths to meet the demand. That condition, which has been the reason invariably cited for rigid regulation of radio, is destined to evaporate. Opening of the FM spectrum and its 3,000-station capacity, plus the indicated 2,000 AM station roster, should dispel the limitation will o' the wisp. There are now more stations authorized than daily newspapers. Most large cities have four times as many stations built or authorized as newspapers.

Since it seems inevitable that all of the stations authorized will not be built, and even some of those built will not survive, there arises the vexatious question as to what those which are destined to survive will have to achieve. That answer also appears evident. It is in creating new listeners, in increasing tune-in, or the number of hours of listening.

It means that new programming techniques will have to be developed. More sets must be sold so more members of the family can listen. With more receivers in offices and automobiles, means must be found of keeping them going more hours per day.

Competition breeds business. Business success stems from ingenuity and acumen. Broadcasters have proven that they're possessed of both. In this new free-competition era, the executive with program ideas that will attract listeners will bring home the sales bacon.

Achievement in Data

WHAT is broadcasting?

The answer to that simple question is now available, in detailed form, for the first time. Until Dr. Kenneth H. Baker, NAB Director of Research, unveiled the results of an eight-month research project at the Atlantic City convention, the program and advertising structure had never been thoroughly analyzed.

By studying logs of a typical cross-section of nearly 100 stations and breaking them down into dozens of categories—a process involving millions of tabulations—the answers to "What Is Broadcasting?" have been revealed.

Good or bad, praiseworthy or condemnable, this research project has made the record available for all to see. It is a good job. So good that men of the stature of Frank Stanton, CBS president, have classified it "the best research job ever to come out of the NAB." The project is a continuing one. With a few refinements, the industry will have a scientific research program of which it can be proud.

Our Respects To—

EDMUND LEO CASHMAN

GOING to work for a department store which also owns a broadcasting station is one way of getting into radio. At least that was the entry point for Ed Cashman, currently manager of Kudner Agency's Hollywood office, and producer of CBS *Tony Martin Show* (Texaco).

And radio was a consistent move for the young man who first became interested in the medium while attending La Salle Academy, Providence, R. I. While there he built a crystal set. Before graduating in 1925 Edmund Leo Cashman had put up more directional aerials than anyone in town.

Starting out to major in business administration at Rhode Island State College, he spent two years at it until a summer job with nearby Shepard Store led to being a sales clerk. Prospect of a fulltime job with the store and a chance to work at the station evenings was more of a lure than he could overlook.

WEAN Providence was his first sounding board as a part-time announcer. In November 1928 he was transferred to the station fulltime. After one year of announcing, continuity, production and remotes, he was named program manager.

Next move was to the Shepard station in Boston, WNAC, where he handled announcing, production and continuity. That was in November 1929. About that time the Yankee network began to evolve. Ed Cashman was shuttled into and out of New Bedford, Mass., Worcester, Mass., and Bridgeport, Conn., to help in setting up regional programs at WNBH, WORC and WICC respectively. In addition he also served as assistant production manager of the Yankee Network.

After four years of station and regional network operations, Mr. Cashman felt he was ripe for New York. And in April 1931 he joined CBS New York as a producer. For the next nine years he handled a variety of shows including *Camel Quarter Hour* with Morton Downey and Tony Wons, *Burns & Allen* (Robert Burns Cigars), Fred Allen (Corn Prods.), *George Gershwin Show* (Livit Health Prods.), and Al Pearce (Ford).

Some of Mr. Cashman's colleagues at that time, today constitute an imposing list of talent. They were Irving Reiss, than an engineer-producer and now a motion picture producer in Hollywood; Phil Cohan who now produces *Jimmy Durante Show;* Bill Robson, CBS Hollywood executive producer; Bill Goodwin, star of his own CBS show; Vic Knight, freelance producer and packager; Earle McGill,

(*Continued on page 52*)

THEY'RE THE KOIN KLOCKERS

THE MOST POPULAR ALARM CLOCK IN OREGON

WALTER STEWART, *Organist* • JACK LENARD, *Guitarist* • FRANKIE TREVOR, *Pianist* • BOB HENDERSON, *Emcee*

See that clock? It reads 7:27 in the morning. And even at that hour these four b'casters have fun.

As a matter of fact, they've been having fun for an hour at that time of day, because they're members of the "KOIN KLOCK" crew . . . on the air six mornings a week from 6:15 to 7:15.

THE KOIN KLOCK is a show with a personality . . . not just another of those run-of-the-mill "wake 'em up" programs. Why, the folks in the Pacific Northwest know these four fellows by their first names . . . personally, we mean. You see . . .

THE KOIN KLOCK has been on the air six mornings a week since 1930 . . . a solid 17 years . . . and it's done nothing but make friends during all those years. You ought to see the fan-mail these guys drag in! (Sometimes the mailman growls a little, but he doesn't really mean it.) The format of . . .

THE KOIN KLOCK is simple enough — ear-catching music . . . time signals . . . commercial announcements. The informal, catch-as-catch-can comment by this foursome makes it an early morning "must" in the Portland territory.

KOIN

A *Marshall Field* STATION

PORTLAND OREGON

CBS

AVERY-KNODEL, Inc., National Representative

NEWS

JOE TUCKER, sports announcer, who has been with WWSW Pittsburgh for over 11 years, has been named WWSW sports director.

RICHARD PACK, former director of publicity of WOR New York, assumes new duties today (Oct. 6) as director of publicity and special events for WNEW New York. He had been with WOR since 1940 and in addition to his publicity duties also was member of the WOR operating and program boards. Before joining WOR he spent two and a half years as director of publicity and continuity for WNYC, New York City's municipal station. No replacement has been named by WOR.

Mr. Pack

SHELDON H. GROSS, formerly on news and special events staff of WEAW (FM) Evanston, Ill., has joined WFPG Atlantic City, as local news editor.

FRED HESSLER, former sportscaster of WTMJ Milwaukee, has joined KGER Long Beach, Calif., in similar capacity.

LOUISE HUTCHINSON has joined news staff of WHBF Rock Island, Ill.

ROSS GORDON, formerly with WTAD Quincy, Ill., has joined KMOX St. Louis, as a sports announcer.

EVE HENDERSON, noted Canadian women's commentator, has joined CFRN Edmonton. She will present a daily commentary over CFRN with other programs being planned.

FRANK HALL Jr., using name of Dana Pass, and graduate of NBC-UCLA Radio Institute, has joined KWKW Pasadena, Calif., as news reporter.

PAUL BARETTE, CBC French-language war correspondent, has been appointed French-language news editor, with office at Montreal.

AL GAIL, director of news and special events of KWIK Burbank, Calif., and **MURIEL HALPERT,** station traffic manager, were married in Los Angeles Sept. 30.

BENOIT LaFLEUR, CBC war correspondent, has been appointed special events director of CBC French network.

PHIL JASEN, director of sports for WTAG Worcester, Mass., covered the World Series for WTAG, broadcasting his 6:15 p.m. "Scoreboard" show and his 11:15 p.m. "Sports Roundup" direct from New York, as well as doing live cut-ins on evening WTAG news broadcasts.

DICK REED, news editor and newscaster for WIRE Indianapolis, has been appointed radio chief of American Legion, effective Oct. 8. He succeeds **ROBERT SHINN,** resigned. Mr. Reed will be in charge of entire national radio activities of the Legion, including transcribed series "Decision Now." Mr. Reed started in radio as program director of WHIO Dayton. He joined WIRE in 1938. During the war he served with AFRS in Pacific.

Mr. Reed

Respects

(Continued from page 50)

freelance producer; Charles Jackson, author of *Lost Week-end,* and Karl Schullinger, manager of Pedlar & Ryan Hollywood office.

In April 1940, Ed Cashman resigned from CBS New York to join Lord & Thomas (predecessor of Foote, Cone & Belding) as producer of *Kay Kyser Show* (Luckies). Joining show in St. Louis, he toured with it, going to California for the first time. That fall he was back in New York with the Kyser program.

It was off to Southern California again in spring of 1941 with subsequent return to New York in first part of 1942. After an extensive production period with that program, he was named radio head on the Lucky Strike account in September 1942. Expanding his responsibilities, the agency later named him account executive for American Tobacco Co. in April 1943. As such he handled all phases of the client's advertising activities.

In June 1943 Ed Cashman became a vice president and in April 1944 was transferred to Hollywood offices of Foote, Cone & Belding as head of West Coast radio operations.

Despite the progress, he had a hankering to freelance as a producer. Frankly speaking, he says that the urge was resolved in a bathtub in a New York hotel. As conceived he decided that he could establish a Hollywood office to represent agencies who were without Coast suites.

Using small space, which read "1.2.3 . . . Cashman . . . Hollywood," he ran a series of small ads in several trades and *The New Yorker* magazine.

Without further explanation he had roused the curiosity of radio and agency people throughout the country.

One query came from Alaska, the questioner thinking it was a new candy. Numerous telephone calls sought to tie the mystery down.

Thus in September 1945, Ed Cashman was ready to set up shop. As outgrowth of the ad, some audition records resulted and assurances of other possibilities came. For one, he represented Geyer, Newell & Ganger on CBS *Academy Award Theatre.* Subsequently, he produced CBS *Hoagy Carmichael Show* for Ludens and J. M. Mathes Agency. Another credit was the *David Rose Show* for Nash-Kelvinator.

California is now home for the gentleman who started life in Providence, April 11, 1907. A husband since July 1, 1933, when he married Margaret Holland, he is father of Ed Jr., 12, and John Henry, 3. All four live in North Hollywood which makes them residents of the San Fernando Valley. Ed Cashman's most active hobby he lists as window shopping, with boating a close second. Organizationally, it's the Hollywood Advertising Club.

ALLIED ARTS

H. H. SCOTT, inventor of Dynamic Noise Suppressor, has formed new organization at Cambridge, Mass., known as Herman Hosmer Scott Inc., for production of engineering facilities for broadcast stations and amplifier equipment. Mr. Scott will be president and director of engineering of new firm and **HENRY CHRYSTIE** will be vice president, with **RALPH P. GLOVER** as midwestern engineering representative.

NATE HAST has been appointed general sales manager for Brunswick Radio-Panatrope. He formerly was general sales manager of Lear Radio and prior to that was national sales manager for Emerson Radio.

PIERSON AND BALL, Washington law firm specializing in radio and departmental practice, has moved its offices from Munsey Bldg to new Ring Bldg. at 18th and M Sts., Washington. Phone: Republic 2566.

MARY K. HAYS, formerly in charge of publicity for South Wind Div. of Stewart-Warner Corp., Indianapolis, has joined Harry Coleman & Co., Chicago public relations firm, as account executive. She previously was with Jere Bayard & Assoc., Los Angeles and Newell-Emmett, New York.

JACK E. SNYDER, assistant general manager of Concord Radio Corp., Chicago, has been elected president of Chicago chapter of National Electronics Distributors Assn., succeeding **AL OLIVER,** deceased.

HARRY ABNERY, former account executive of Botsford, Constantine & Gardner, Seattle, has been apointed Northwest manager of Roy McDonald & Co., that city, publishers' representative.

CHARLES BOYER and **FRED MacMURRAY** have joined Radio Repertory Theatre Inc., new Hollywood unit which will produce a series of weekly transcribed dramatic shows.

HUGH FELTIS, BMB president, will speak on "Research Plans of BMB" Oct. 29 at sixth annual luncheon of The Pulse Inc., audience measurement organization, to be held at Hotel Biltmore, New York.

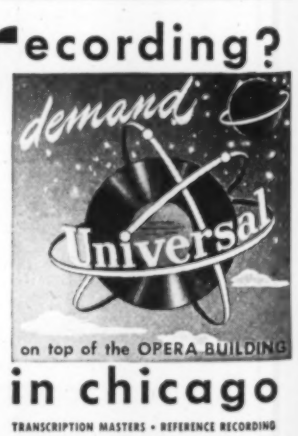
HARRY D. WILSON, client service executive of A. C. Nielsen Co., Chicago, has been elected vice president.

GARY KRIEDT, formerly with KZRM Manila and KFRC San Francisco, and **J. CLARENCE MYERS,** formerly with KQW KJBS and KYA San Francisco, have formed new public relations and exhibit management firm known as Kriedt & Myers, with offices in Palace Hotel, San Francisco.

WILLIAM HATTON, director of engineering for IT&T, has been apointed director of manufacturing for IT&T and its manufacturing and sales affiliate, International Standard Electric Corp. He will continue his duties as director of engineering, also.

JOHN MELVILLE, formerly with WMON Montgomery, W. Va., WNOC Norwich, Conn. and WGAT Utica, N. Y., has been appointed director of newly-formed Radio Dept. at Neff College, Philadelphia.

CKRT is new FM station of CKGB Timmins, Ont., and began operations on Sept. 5, carrying full CKGB schedule.



All Yours

. . . alert ready-made television audiences on Du Mont Station WABD New York

Highway to the Stars . . .

Brand-new weekly serial with a heart-warming story and the kind of appeal that keeps an audience coming back for more—regularly. Takes you through the struggle, fun and exciting career of a girl in love with both a boy and a career. A smooth-running, fast-clicking production.

Doorway to Fame . . .

This is the "big break" in television for which hundreds of young talented actors, singers and dancers have been praying. They really *give!* Half-hour Friday evenings. There are no bugs in this easy-to-produce program! You can "discover" some of the future stars of television.

Birthday Party . . .

7:30 to 8 Thursday evenings following television's most popular juvenile show "Small Fry." Each week a new group of gifted youngsters attends the party—display an amazing array of talent as entertainers. A show for the whole family—and one that's a cinch to run—one that can sell goods.

television

—your fastest-growing audience— has its part in your budget . . . plan for it NOW!

These are sure-fire programs . . . custom made . . . pre-tested . . . ready to work for you. Heavy mail response is already *proving genuine listener interest* in many WABD presentations. Latest industry reports indicate more than 35,000 television receivers in service in the New York area, estimated to approach 200,000 by the end of 1947.

WABD is currently presenting the most ambitious television program schedule of any New York station, averaging 39 hours per week.

Here's your audience, here's your station, here are your programs. Phone or wire . . . TODAY.

WABD—DU MONT
Time Sales Dept.
515 Madison Ave.,
New York 22, N. Y.
Phone: PL 3-9800

WABD
NEW YORK
Key station of the
TELEVISION
DUMONT
NETWORK

ARIZONA BUYING POWER

Has QUADRUPLED!

••PROOF OF THE AMAZING ARIZONA MARKET AND HOW IT IS GROWING.

"ARIZONA PROGRESS"- THE VALLEY NATIONAL BANK OF ARIZONA PUBLICATION, REPORTS THESE FIGURES.

BANK DEPOSITS IN ARIZONA

1940 . . . $100,000,000

1946 . . . $400,000,000

IN 1946 THE NATIONAL AVERAGE BANK DEPOSITS AMOUNTED TO ONLY $200,000,000.

ARIZONA'S BANK DEPOSITS TODAY ARE FOUR TIMES AS GREAT AS IN 1940 AND TWICE AS GREAT AS TODAY'S NATIONAL AVERAGE.

KOY--ARIZONA'S FIRST RADIO STATION--REACHES THIS QUADRUPLED BUYING POWER FOR FASTER, SURER SALES THROUGHOUT THE STATE.

KOY

550 KC
1000 WATTS

CBS Affiliate
KEY STATION OF THE ARIZONA NETWORK

National Representatives
JOHN BLAIR & COMPANY

CONNIE RIVARD, former member of MBS publicity department in Chicago has joined publicity department of ABC central division as a writer.

VIRGINIA D. SMILY, formerly with McGraw-Hill Publishing Co., has been named managing editor of "Chimes," monthly house magazine of NBC. She succeeds **LUCILLE SHARP,** resigned.

JEAN (John) ST. GEORGES, of the CBC news department, Montreal, has been named publicity director of French network.

MARGARET JOSTEN, member of promotion department of WING Dayton, has been named assistant director of promotion and publicity.

TOMMY GRAHAM, former public relations officer in Royal Canadian Navy, has joined CFRN Edmonton, as promotion-publicity director.

WILLIAM H. SHAW, promotion manager of WLAC Nashville and Margaret Louise Black, were married Sept. 27.

Promotion

Gossip Theme

UTILIZING the gossip theme and freely mentioning the names of two of its competitors, new mailing piece has been issued as advance promotion for WPGH Pittsburgh, expected to take the air in mid-October. Designed and executed by Public Relations Research Service, Pittsburgh, cover of mailing piece features drawing of surprised woman saying, "Have you heard what's going on between KDKA and WCAE?" Inside follow-up answers question with statement: "It's WPGH, The Best In Pittsburgh Radio, At 1080 On Your Dial." New station's frequency places it between KDKA and WCAE. Opening-day promotion planned by WPGH includes car cards and newspaper ads.

Frontier Drive

OPENING of "The Second Frontier" farm face-lifting exhibition in upstate Ohio, Oct. 2 was given all-out promotion by WLW Cincinnati. Exhibition was sponsored by Licking County Soil Conservation with WLW as one of the co-sponsors. Station's farm show, "Everybody's Farm Hour," was broadcast from the exhibition on opening day, with Farm Program Director Roy Battles describing the proceedings. Television demonstrations also were presented by W8XCT, Crosley's experimental video station, employing new mobile unit. Station also sponsored a tent on the site for free entertainment by WLW talent.

Facsimile Booklet

BOOKLET on the ins and outs of manufacturing a facsimile newspaper has been prepared by the Philadelphia Inquirer and its station WFIL-FM Philadelphia, as a practical account of the operations conducted with this new field of radio-newspaper transmission. Booklet is based on demonstrations recently made by the station and presents reproductions of the full facsimile edition, made directly from broadcast pages so that the reader may see what comes out of a facsimile recorder. Booklet also presents, in photos and story, the experience of pioneer work in the new medium, and plans for the future.

Market Survey

FACTS ABOUT Everett, Wash. are presented in new promotion book prepared by KRKO that city, for distribution in the trade. Detailed-market survey is presented in the folder, using photos, story, graphs, etc. Booklet is bound in blue clamp-folder, with cover featuring coverage map of KRKO and side-line statistics showing the distance from Everett to Alaska, China, Hawaii and San Francisco. Survey is divided into sections, with colorful title-page preceding each section. Detailed statistics are presented on industry and agriculture in the area.

KSL Fall Schedule

FOUR-PAGE fall schedule of all KSL Salt Lake City radio programs was carried in recent issue of the Deseret News, Salt Lake City newspaper. Radio schedule, complete with stories and pictures of CBS and KSL stars, was tabloid size and laid out in regular newspaper format. Stories were newsy and as free of advertising as possible. Spot announcements were carried over KSL as a follow up of the newspaper feature, telling listeners how they could receive a copy of the schedule by mail.

Way To Woman's Heart

GIANT-SIZE brochure featuring "Meet the Missus" show has been distributed to the trade by Columbia Pacific Network. Printed on heavy stock paper, 12-page brochure is colorfully illustrated throughout. Cover shows drawing of bouquet of flowers with CBS mike as the center flower, and is headed, "This Is the Way to a Woman's Heart." First section of the booklet, which is 12x15 inches in size, presents testimonials of advertisers, listeners and retailers. Last section is devoted to format of the show and proof of its selling power. Note from D. W. Thornburgh, vice president in charge of CBS Western Div., is attached to brochure, stating that three 15-minute periods of the show are still available for sponsorship.

Fair Attractions

TELEVISION DEMONSTRATIONS highlighted attractions presented by WCSM Nashville at the Tennessee State Fair. Station reports that 148,000 persons "saw themselves in television" at the WSM booth during the fair. Adjoining the video booth, WSM used a stage to present many of its originating programs direct from fairgrounds.

ABC-WENR Pennies

PENNIES bearing the copy, "Bing's Back. 9 p.m. Wednesday (Bingsday), WENR, Dial 890," have been distributed by ABC Central Div. in behalf of its station, WENR Chicago. Purpose of campaign is to promote the Bing Crosby and Abbott & Costello shows, which have returned to ABC on Wednesdays. Over 5,000 pennies are being distributed free to Chicago Loop business houses, and merchants are encouraged to offer them in change. Copy is printed on paper which is glued onto both sides of the coin. Hundreds of match folders, plugging Abbott & Costello show, are being issued to cigar and cigarette stands, along with plastic tags promoting WENR which may be attached above car license plates.

Glen King Promotion

INTENSIVE promotion campaign has been launched by KLX Oakland in behalf of Glen King, station's record m.c. Media being used includes 24-sheet posters throughout area; display ads in area newspapers; dash cards, bumper strips, milk bottle hangers, big celluloid buttons and numerous other gimmicks; contest offering $1000 in prizes; 20 spot announcements daily calling attention to contests and thousands of toy balloons dropped from airplanes.

Flying Promotion

CAPTIONED BLIMPS are among promotional stunts being used in month-long campaign by WCAU Philadelphia, to announce that Lowell Thomas and Edward R. Murrow can now be heard over that CBS outlet. Blimps, flying over three of city's busiest districts, call the newscasters the "Winning Daily Double" and advertise times of their newscasts. Other parts of campaign include: 2,000-line, 15-day newspaper advertising program; billboards; postage meter notices; flyers to all public schools and teachers; back-cover advertising in "Franklin Field Illustrated," sold at all U. of Pa. football games, and another aerial stunt—18-foot translux letters on flying Goodyear Blimp which also sends news flashes from WCAU.

WCSI Promotion Aids

ARRANGEMENTS have been completed by WCSI (FM) Columbus, Ind. with the May Laundry Co. and the H. C. Whitmer Co. of Columbus, to help in the distribution of WCSI promotion pamphlets. All out-of-town bundles sent out by the laundry will contain FM pamphlets, pointing out the many advantages of FM over AM. The Whitmer Co., manufacturers of toiletries, are sending out WCSI full page advertisements with all their out-of-town orders, covering the entire U. S.

Opening Promotion

FOUR-FOLD folder announcing the opening Oct. 5 of WHRV Ann Arbor was issued by that station. Headed "Good News for Listeners and Sponsors in Washtenaw County," folder emphasized that the top programs of ABC could now be heard locally. Inside fold lists top shows to be carried by the station and discusses services and advantages to sponsors.

Teachers' Manuals

TO AID in the effective utilization of its educational program series, KYW Philadelphia is distributing 5,800 teacher's manuals to elementary and secondary school teachers throughout Greater Philadelphia Area. Manual is fifth of its kind to be distributed by KYW and is specifically designed to aid teachers in preparation of their classes for "in school listening" series. It breaks down individual programs, gives explanation of background material, and lists an exhaustive bibliography.

Jumbo Cards

JUMBO POSTCARDS were distributed to listeners as one feature of promotion of "Bingsday" by WLAW Lawrence, Mass. "Bingsday," Oct. 1, heralded the return of Bing Crosby to ABC for the fall. Cards called attention to the seven star attractions heard on the station every Wednesday between 7:30 and 11 p.m. "Bingsday With A Bang" was used as eye-catcher at the left of the card, with pennant, "It's the Biggest Show in Radio" across the bottom.

Ball-Guide for UN

A GUIDE to baseball printed in four languages has been distributed to UN delegates and workers at Lake Success by WOR New York. Titled "A Guide to the Great American Game: Baseball," the original article in English by Stan Lomax, WOR Mutual sportscaster, was translated into French, Spanish and Russian for the benefit of non-English speaking UN personnel.

WLBR

HAS MORE LISTENERS IN THE LEBANON AREA THAN ALL OTHER STATIONS COMBINED
—Robert S. Conlon Survey

Within 30 miles of Lebanon, Pennsylvania, over 1,000,000 buyers in six cities and eight counties—comprising a rich agricultural and steel market—spend $300,000,000 annually in retail sales . . . When considering Central Pennsylvania, be sure to specify—

"The Voice of Lebanon Valley"

WLBR

Serving Central Pennsylvania from Lebanon

JULIAN F. SKINNELL, Operations Manager

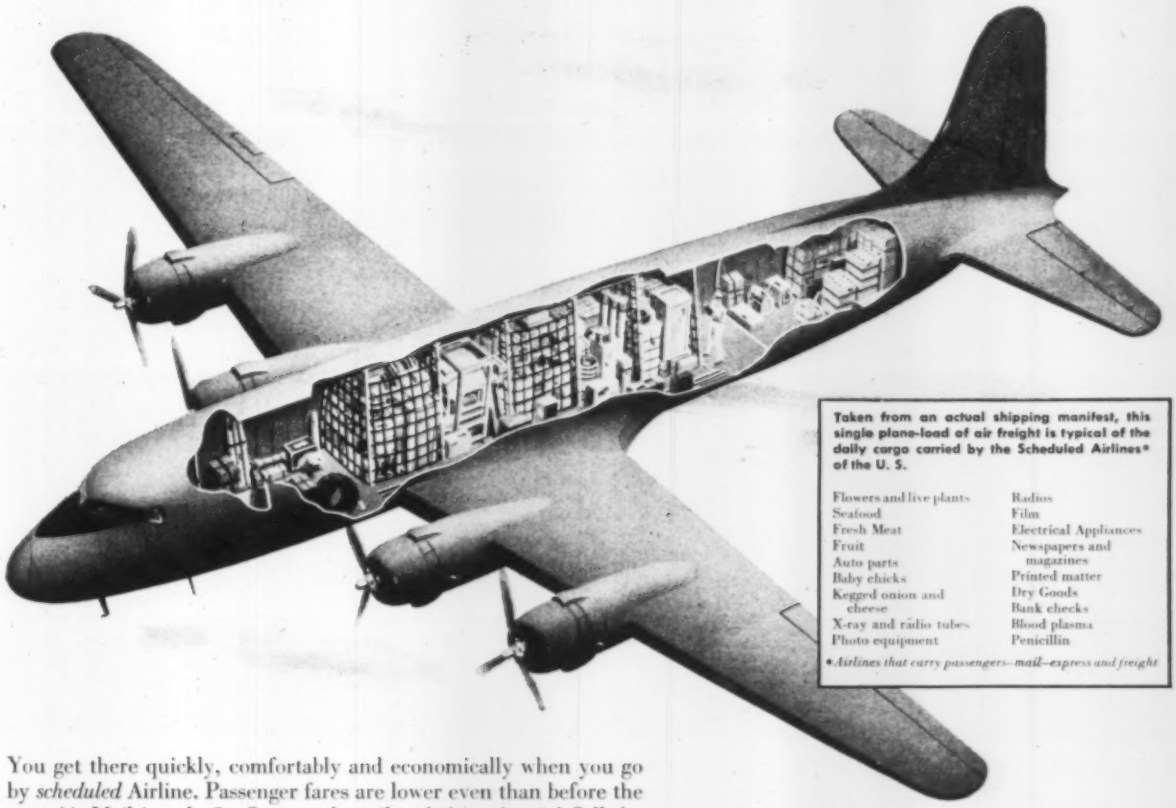
Radio Advertising Co., National Representatives

Air Freight Everywhere

Four hundred airport cities, as well as thousands of communities linked to these airports by surface carriers, now benefit by the *latest drastic slash* in air freight rates which became effective August first. This is the third time since 1941 that the Scheduled Airlines have reduced freight rates and today thousands of tons move weekly on regular schedules at rates so low that it is true economy to "ship air freight."

Also, for the first time, shippers are now provided with an interline freight service of 20 Certificated Airlines under which shipments between air carriers move on a single airbill, insuring new speed, new convenience for cargo.

Nowhere in the world is there such speed, amount of service, such low rates and dependability as now provided air freight shippers in the U.S. by the Scheduled Airlines fleet of 700 planes, all of which carry freight as well as passengers and mail. And since air transportation is at the core of national security, the *rapid* development of air freight is strengthening our frontiers.



Taken from an actual shipping manifest, this single plane-load of air freight is typical of the daily cargo carried by the Scheduled Airlines* of the U. S.

Flowers and live plants	Radios
Seafood	Film
Fresh Meat	Electrical Appliances
Fruit	Newspapers and magazines
Auto parts	Printed matter
Baby chicks	Dry Goods
Kegged onion and cheese	Bank checks
X-ray and radio tubes	Blood plasma
Photo equipment	Penicillin

**Airlines that carry passengers—mail—express and freight*

You get there quickly, comfortably and economically when you go by *scheduled* Airline. Passenger fares are lower even than before the war. Air Mail is only 5¢. So, travel, mail and ship—by air! Call the nearest Airlines office or your travel agent for reservations. This advertisement is sponsored by the nation's *scheduled* Airlines and leading aviation manufacturers.

THE SCHEDULED AIRLINES OF THE UNITED STATES

Air Transportation Strengthens America

BMI *Pin-up Sheet*

Hit Tunes for October

(On Transcriptions)

A GIRL THAT I REMEMBER (BMI)

LANG-WORTH—Four Knights
THESAURUS—Novatime Trio
CAPITOL—Alvino Rey

CASTANETS AND LACE (Republic)

ASSOCIATED—Vic Damone
STANDARD—Lawrence Welk
" Jack Fina
LANG-WORTH—Lenny Herman
WORLD—Charlie Spivak

COME TO THE MARDI GRAS (Peer)

THESAURUS—Sweetwood Serenaders
LANG-WORTH—Frankie Carle
STANDARD—Curt Massey
ASSOCIATED—Vic Damone

FORGIVING YOU (Mellin)

ASSOCIATED—Vic Damone
CAPITOL—Skitch Henderson
LANG-WORTH—Tommy Tucker

HILLS OF COLORADO (London)

LANG-WORTH—Al Trace
WORLD—Les Brown

I WONDER WHO'S KISSING HER NOW (Marks)

THESAURUS—Music Hall Varieties
" Knickerbocker Four
STANDARD—Claude Sweeten
" Lawrence Welk
ASSOCIATED—George Towne
WORLD—Frankie Froeba
" Ray Bloch
LANG-WORTH—Chuck Foster
" Randy Brooks
MacGREGOR—Artie Wayne
" Ernie Felice Quartet

JUST AN OLD LOVE OF MINE (Campbell-Porgie)

LANG-WORTH—Frankie Carle
WORLD—Nat Brandwynne
ASSOCIATED—Phil Brito
THESAURUS—Novatime Trio
" Music of Manhattan
MacGREGOR—Anita Boyer

LOLITA LOPEZ (Encore)

ASSOCIATED—Art Mooney
LANG-WORTH—Airlane Trio
THESAURUS—George Wright
CAPITOL—Billy Butterfield
STANDARD—Lawrence Welk
" Jack Fina

SMOKE! SMOKE! SMOKE! (THAT CIGARETTE) (American)

Tex Williams—Cap. 40001
Lawrence Welk—Dec. 24113
Johnny Bond—Col. 37831
Phil Harris—Vic. 20-2370
Deuce Spriggins—Coast 263
STANDARD—Lawrence Welk

TE-NN-E-SS-EE (Stevens)

LANG-WORTH—Four Knights
STANDARD—Lawrence Welk
ASSOCIATED—George Towne

THE STORY OF SORRENTO (Pemora)

LANG-WORTH—Lenny Herman
MacGREGOR—Robert Maxwell
STANDARD—Lawrence Welk

WAIT'LL I GET MY SUNSHINE IN THE MOONLIGHT (Vanguard)

LANG-WORTH—Tommy Tucker
" Frankie Carle
CAPITOL—Jan Garber
STANDARD—Freddy Martin
" Lawrence Welk
WORLD—Eddy Howard

Coming Up

AS SWEET AS YOU (Regent)
DO A LITTLE BUSINESS ON THE SIDE (Valiant)
LAST NIGHT IN A DREAM (Brightlights)
MADE FOR EACH OTHER (Peer)
THERE'LL BE SOME CHANGES MADE (Marks)
THAT MISS FROM MISSISSIPPI (Dawn)
WHAT EVERY WOMAN KNOWS (BMI)
WHO PUT THAT DREAM IN YOUR EYES (Stuart)
ZU-BI (Republic)

BROADCAST MUSIC INC.
580 FIFTH AVENUE • • NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

PRODUCTION

HERB HOWARD, former production manager of WNAX Yankton, has rejoined the staff of WNAX as program director, replacing **G. P. LOFFLER**. Mr. Howard joined WNAX in 1939 and in 1943 moved to WLS Chicago as production director, where he had been directing shows for the past five years.

SAM ABELOW, for last two years member of CBS program promotion department, has been appointed assistant to the chief of CBS Documentary Unit, **ROBERT HELLER**. Mr. Abelow wrote for OWI in early part of the war, and then enlisted in AAF. He joined CBS in October 1945, specializing in promotion of public service programs.

Mr. Abelow

BETTE BLAIR, music director of WHBF Rock Island, Ill., is to be married Oct. 29 to **HARLAN RALSTON**, former WHBF announcer and now manager of KBGH Fort Sam Houston, San Antonio, Tex.

ESTHER H. HOTTON, formerly with WQQW Washington and WHA Madison, Wis., has been appointed women's director of WKOW, new 10-kw station on 1070 kc, expected to begin operations at Madison about the first of the year.

CARL W. GREENE, production manager at KSON San Diego, has been appointed program director of that station.

BOB BRUNER has joined announcing staff of WISH Indianapolis and **MARIBELL DICKISON** has been appointed WISH music librarian.

ALAN BURKE, formerly with WBT Charlotte, N. C., WINX Washington and WITH Baltimore, has been appointed program director of WGAI Elizabeth City, N. C.

PERRY WARD has been appointed director of production for KOMA Oklahoma City. He will be in charge of all locally produced broadcasts as well as daily 45-minute show "Oklahoma Roundup" which is fed to CBS.

ROD WHITLOW, head of KNX Hollywood transcription department, has resigned to join production staff of Raymond R. Morgan Co., that city. **TED ROGERS** has taken over the KNX assignment.

FLOYD M. JACKSON, chief announcer of WPAY Portsmouth, Ohio, has been appointed program director of that station, succeeding the late **EDWARD SAGRAVES**.

CHARLES W. ZOECKLER, former technical director of theatrical productions for Shorewood, Wis., public schools for 11 years, has joined program department of WTMJ-TV Milwaukee, television station, where he will be in charge of production. Station is expected to begin operation in December.

CARL BENSEN, former stage and screen actor, has joined WNDB-FM Daytona Beach, Fla., as program director. **RALPH MONTGOMERY**, formerly with KOIL Omaha and WDBO Orlando, has joined station's announcing staff.

ALLEN LUDDEN, former publicity director for Ivoryton Playhouse, has been appointed continuity editor of WTIC Hartford.

HUGH HOLDER and **PHIL AGRESTA** have joined announcing staff of WIS Columbia, S. C., and **JANE PATE**, new to radio, has been named music director of WIS.

FLORENCE W. BENDON, producer of many programs on WFIL Philadelphia and over ABC, has been named assistant to **JACK STECK**, WFIL program director.

JACK DUNLOP, formerly of CBC station relations department and CBC program office, Toronto, has been appointed national co-ordinator of children's programs, in CBC program department.

DUANE F. JOHNSON, on station staff since its inception last January, has been elevated to production manager of KCOY Santa Maria, Calif. He succeeds **DALE E. GATES**, resigned. **RICK CUETARA** has joined station as announcer-writer, with **TOM DONAHUE** announcer-operator.

TOM LATIMER, former announcer of KMPC Hollywood, has joined KLAC that city.

JACK WYMER has been named chief announcer of WING Dayton, Ohio.

WALLY CLARKE has joined continuity staff of CFRN Edmonton.

PAUL MAINS has joined WPDQ Jacksonville, Fla., and is conducting a weekly fishing show.

BILL EWING, formerly with KFAC Los Angeles, and prior to that with CBS, has joined KMPC Hollywood, as announcer.

ERWIN VICTOR, staff announcer of WJJD Chicago, has resigned to do freelance announcing on Chicago stations.

MYRON BARG has joined WJBC Bloomington, Ill., as an announcer.

JOHN G. STILLI Jr. has been added to KYW Philadelphia production staff, replacing **ROY La PLANTE**, resigned. Mr. Stilli has had 10 years' experience in radio, four with WLW Cincinnati from 1942 to 1946. During past year he has been freelance writer, producer and announcer in New York.

MARK GERSTLE, former announcer of KTIM San Rafael, Calif., and KLO Ogden, Utah, has joined KLX Oakland, Calif.

DICK CAREY and **JOHN DOHERTY** have joined announcing staff of KANA Anaconda, Mont.

MARY LOU ROEMHELD, daughter of Heinz Roemheld, noted composer-conductor, has joined KWIK Burbank, Calif., as announcer-operator.

SHERRY NELSON, formerly in Royal Canadian Navy, and recently with CHNS Halifax, has joined announcing staff of CBH Halifax.

NORMAN E. BERGER and **JIM DONEY** have joined announcing staff of WKBN Youngstown, Ohio.

LLOYD ANDERSON, announcer of KMOX St. Louis, is the father of a boy, Lawrence Dixon.

HAL FIMBERG has been signed as writer-producer of CBS "Spotlight Revue" (Coca-Cola Co.) starring Spike Jones and his City Slickers and Dorothy Shay as featured vocalist.

MARTHA STEWART, 20th-Century Fox film starlet, has been signed as featured vocalist on weekly ABC "Jack Paar Show," which started Oct. 1.

MARC LAWRENCE, Hollywood screen and freelance radio actor, has been added to cast of MBS "Red Ryder" series.

LARRY MARKS and **ARTIE STANDERS** have joined **ABE BURROWS** as writers on cooperative CBS "Joan Davis Show" starting Oct. 11.

DICK HAYMES, singing star of CBS "Dick Haymes Show," is the father of a girl born Sept. 19.

STATION TRAFFIC CONTROL GOT YOU DOWN? Looking for a careful person to handle traffic? I have two years of qualified experience receiving commercial copy from advertisers, checking it through the commercial time records, clearing it with production, filing it under date of broadcast, entering it in announcer's daily workbooks, typing daily control sheets, dittoing the latter in two colors and producing the advertiser-affidavits. Three minor errors in two years, none of them causing loss of revenue. Does your station need such a careful conscientious traffic person? I sincerely hope you find her. I wouldn't leave WTCN for anything (Well—almost anything—after all, I'm still single!)

(SIGNED) Alice Cavanaugh, WTCN-ABC, Minneapolis-St. Paul

YOU GET
MORE FOR YOUR MONEY
at RADIO CENTER
in
SAN DIEGO

PLANNED PROGRAMING

gives KUSN listeners the programs they like best . . . because they are the programs San Diego ASKED for. A continuing survey (available for your study), covering the radio likes and dislikes of San Diegans, keeps KUSN on its toes.

GREATER POWER

than any other full-time independent in the area (5,000 watts daytime, 1,000 watts night, equal to or greater than every network outlet)—plus broadcasting on a CLEAR CHANNEL—assures clear, true reception of your message.

LOWER RATES

that only an independent can offer send your cost per thousand listeners down . . . Down . . . DOWN!

FINEST STUDIOS

in the west, rivaling the glamour network studios of Hollywood, in the heart of San Diego's downtown business district, contribute to KUSN popularity, give KUSN the title of "RADIO CENTER"—the showplace of radio entertainment.

MERCHANDISING SERVICE

unequalled even by many network stations, is another KUSN plus service—follow-through that means greater returns on your radio investment in this teeming, expanding, high-income market of over 550,000.

KUSN SAN DIEGO CALIFORNIA

Represented Nationally by

FORJOE & COMPANY

YOUR BEST BUY IN THE DEEP SOUTH

WJBO

BATON ROUGE

NBC Affiliate

★ PER CAPITA Retail Sales in the Baton Rouge area are the highest in Louisiana—and the 4th highest in the South!

★ BATON ROUGE with 113,000 population is the heart of Louisiana's most intense concentration of great industries and the hub of a huge agricultural area.

★ According to BMB Radio Ownership Reports for 1946, 87.2% of all families living in Baton Rouge own radio sets, the highest percentage for any city in the entire State.

WJBO

1150 on your dial

5000 watts day and night

BATON ROUGE, LA.

Also operating WBRL

Pioneer FM Station in the Deep South

Represented Nationally by

GEO. P. HOLLINGBERY CO.

AGENCIES

R. E. JACOBSON, manager of commercial division of Los Angeles office of Buchanan & Co., has been named Southern California manager in charge of Los Angeles and Beverly Hills offices. **CHARLES C. ALSUP,** former advertising and sales promotion manager of Packard-Bell Radio Mfg. Co., Los Angeles, has joined Buchanan & Co., as account executive. That agency is now sponsoring a newsreel over KTLA Hollywood, Tues. and Fri. 8 p.m. Purpose of sponsorship, according to agency, is to speed commercial television's development by showing advertisers that they can sponsor a creditable video show on a limited budget.

WILSON, HAIGHT & WELCH Inc., New York, last week announced organization of new department under direction of **FOSTER PERRY,** former advertising director of R. Wallace & Sons. Mr. Perry's department will handle plans and merchandising including retail activities, for firm's consumer goods clients. Agency also announced intention of moving to new quarters located at 10 Allyn St., Hartford, within a month. This is firm's 20th anniversary.

Mr. Perry

LLEWELLYN E. PICKETT, account executive of McCann-Erickson Inc., New York and Chicago offices, has been appointed merchandising director of the Chicago office, to which he was transferred in April.

HAROLD DANFORTH, former copywriter of BBDO, New York, has joined Fuller & Smith & Ross, New York, as associate account executive. **DAVID R. HAWLEY,** formerly with Firestone Tire and Rubber Co., Akron, also has joined FSR as associate account executive. **EDMOND G. NORWICK Jr.** and **THOMAS S. CASE** have been added to agency's client service staff.

ROBERT R. DUNWODY, for last three years director of media for McCann-Erickson's foreign department in New York, has been named an account executive in the same division. **FRANCES REUMPLER,** for last two years assistant to Mr. Dunwody, has been appointed foreign media director.

BERT CAVANAUGH, who resigned as media and radio timebuyer for Roche, Williams & Cleary Inc., Chicago, last spring, has returned to that position, succeeding **JOHN WHITELEY,** resigned. **THEODORE C. FISHER,** media director of Pedlar & Ryan, New York, has been elected a vice president of the agency.

TEDFORD L. WOODARD, former advertising manager of McManus & Riley, Albany, N. Y., and **R. DAVID FRIS,** former national advertising manager of Charlotte (N. C.) News, and at one time in sales department of KOMA Oklahoma City, have formed an advertising agency, Woodard & Fris, located in the Waldorf Bldg., 24 James St., Albany, N. Y.

N. W. AYER & SON, New York and Philadelphia, has resigned the Farnsworth Television & Radio Corp., Fort Wayne, Ind., account effective Jan. 1, 1948.

GEORGE R. PARNABY, for past seven years account executive of Deutsch & Shea Inc., New York, has been named marketing director of the agency.

GORDON M. KINGMAN, since 1944 assistant treasurer of Ellington & Co., New York, has been appointed treasurer of the company.

PHILIP FARNSWORTH, vice president and San Francisco manager of Abbott Kimball Co., has resigned, with future plans not announced. **BLAISDELL GATES,** vice president in charge of Los Angeles division for past three years, will supervise operations of both offices.

JAMES A. RICHARDSON, who formerly operated his own San Francisco agency, has joined Merchandising Factors Inc., that city, to organize its advertising agency operation.

DR. LEONARD LUDWIN, former research director for department of international operations of McCann-Erickson Inc., New York, has been appointed head of Pacific Marketing & Research Bureau, division of Pacific National Adv., Seattle agency.

J. M. STRAUS & Co., new Los Angeles agency, has opened offices at 636 S. Serrano Ave. Telephone: Federal 5072. Besides Mr. Straus, who formerly operated his own Cleveland agency, principals in new firm are **SANFORD AULLMAN, MORT E. SHAW** and **WILLIAM K. KEITH.**

HAROLD M. WALKER, former director of advertising and public relations for Sach's Stores, New York, has been appointed copy and art director of Ruthrauff & Ryan Inc., Seattle.

PAUL J. KELLER, formerly on advertising staff of Portland (Ore.) Journal, has been named production manager of George W. McMurphey Adv., that city.

FRED GARDNER Co., New York, has moved to new headquarters at 441 Lexington Ave. Telephone: Murray Hill 2-7127.

WILLIAM R. MASON, formerly with William B. Remington Inc., Springfield, Mass., has joined Geyer, Newell & Ganger, New York, as an account executive in charge of the Sloane-Blabon Corp. account.

LEE COOLEY, television director of McCann-Erickson Inc., New York, made his first video apearance in seven years last Friday when he acted as host on "Swift Home Service Club" on WNBT New York, substituting for Tex McCrary who was attending Dallas State Fair. Series is handled by McCann-Erickson.

DONOVAN & THOMAS, New York, last week announced that it has changed name to **THOMAS & DELEHANTY** Inc. **WILBUR L. THOMAS,** who was formerly vice president and treasurer, has been elected president and treasurer. **JACK DELEHANTY,** who joined agency on July 1, becomes partner and vice president in charge of accounts. Mr. Thomas will continue to be in charge of creative staff of agency.

CARR LIGGETT Adv., Cleveland, Ohio, has been elected to membership in American Assn. of Adv. Agencies.

DONAHUE & COE, New York, has resigned accounts of two divisions of Scovill Mfg. Co., General Sales Division and Screw Products Division, effective Dec. 31.

FRANCIS C. BARTON Jr., head of radio department of Federal Adv., New York, has been elected a vice president. He will remain in charge of radio department.

ESTY STOWELL, vice president of Benton & Bowles Inc., and New York account executive for agency on Maxwell House Coffee account, arrives in Hollywood Oct. 9 for ten days to check on NBC "Burns & Allen Show," sponsored by General Foods.

ROSS GARDNER & WHITE Adv., Los Angeles, has moved to 2412 West 7th St. Telephone: Drexel 7211.

MARGARET PILLION, secretary to **DONALD W. THORNBURGH,** CBS Western division vice president, has shifted to Ward Wheelock Co. as Hollywood office manager.

ANN COOK, former administrative assistant in AAF for four years, has joined Western Adv. Agency, Los Angeles, as assistant to **MILTON CARLSON,** radio director.

LOIS GRAMLEY, formerly of Time and Life New York office, has joined Young & Rubicam Inc., Hollywood, publicity department.

LEWIS EDWIN RYAN Adv., Washington, has moved its offices from National Press Bldg., to larger quarters at 726 Jackson Place.

GARFIELD & GUILD Adv., San Francisco, has resigned the account of Simplex Mfg. Co. (Servicycle), due to removal of advertising department of Simplex from San Francisco to New Orleans.

EDWIN J. KARLSON, public relations director of Rogers & Smith, Dallas, has resigned to join Zippet Blind Co of Dallas, Texas, where he will direct sales expansion program.

JOE STAUFFER, New York program director of N. W. Ayer & Son, is in Hollywood on business for clients, Rexall Drug Co. and Plymouth Auto.

JOSEPH H. LeMOYNE, former account executive of WING Dayton, has joined Hutzler Adv., Dayton, as vice president in charge of radio.

ROBERT P. CAREY, formerly with Burton Browne Adv., Chicago, has joined Bozell & Jacobs, that city, as account executive in public relations department.

PAUL F. BIKLEN, former advertising manager of Pennsylvania Rubber Co. has joined copy staff of Fuller & Smith & Ross, New York.

Nielsen Food-Drug Index Sales Records Shattered

SHATTERING of all existing sales records for its Food-Drug Index during the fiscal year ended Aug. 31, 1947, has been announced by A. C. Nielsen Co. Fifty-seven new contracts, representing leading food and drug manufacturers in the United States, United Kingdom and Canada, were obtained during the year, the organization reports.

Based on an index of 1 for sales during the fiscal year ended Aug. 31, 1924, company's first year in business, the 1947 sales for all Nielsen services, including its Radio Index, stood at 112 as compared with 85 for 1946, it was pointed out.

Number of full-time employes increased during recent fiscal year to 1615, an all-time high, Nielsen reported.

KSFO

SAN FRANCISCO

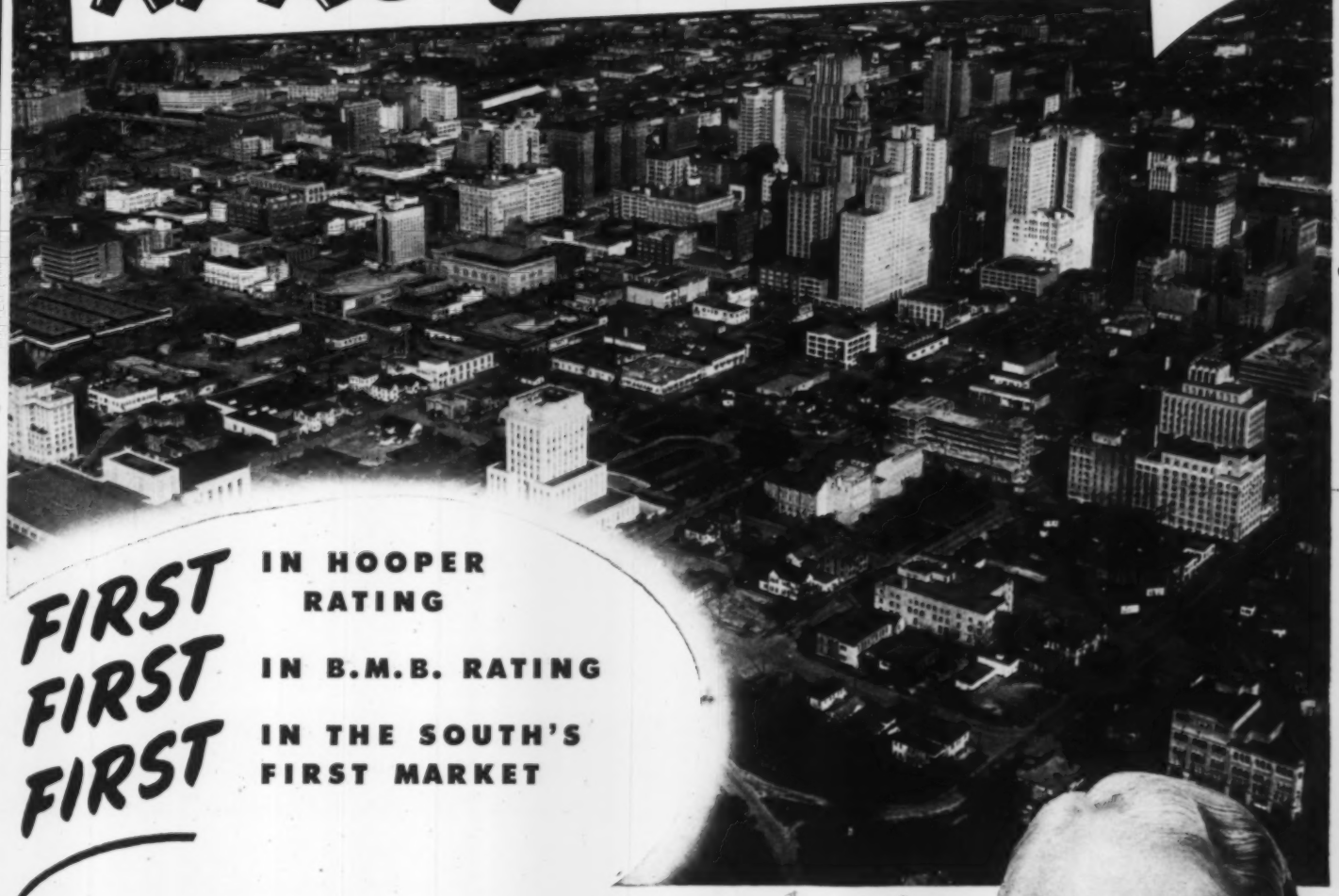
560

MUSIC PAYS OFF

Northern Californians are enthusiastic about KSFO's planned music . . . and discriminating advertisers are enjoying the Pay Off. Ask your Universal Radio Sales representative.

Wesley I. Dumm, President
Philip G. Lasky, Vice-President

KPRC.. 1st IN BOOM TOWN



FIRST IN HOOPER RATING

FIRST IN B.M.B. RATING

FIRST IN THE SOUTH'S FIRST MARKET

HOUSTON'S THE BIGGEST...

Houston's the biggest city in the south and its booming 570 million dollars worth of construction is in progress, projected or recently completed. Time buyers agree KPRC dominates Houston and the Gulf Coast. Put your advertising dollar on KPRC first.

KPRC HOUSTON

950 Kilocycles 5000 Watts

National Representatives: **Edward Petry and Company . . . Affiliated with NBC and TQN . . . Jack Harris, General Manager**

KTUL TULSA KOMA OKLA. CITY

Far-Reaching Frequency

560 kc.

Covers the most profitable, the most merchandisable portion of the Rocky Mountain Empire.

KLZ DENVER

Representative: THE KATZ AGENCY

SPONSORS

LEVER BROTHERS CO., Cambridge, Mass., has appointed Sullivan, Stauffer, Colwell & Bayles, New York, to handle advertising for Silver Dust, a granulated laundry soap.

BETTER CARS INC., New York used car dealer, will sponsor ten-minute video programs on WCBS-TV preceding that station's telecasts of Columbia U. home football games this fall. A car just sold by the firm will be driven to field by its new owner who will tell video audience why he bought it. Agency: Lester L. Wolff Inc., New York.

OMAR INC. (Milling Div.), Omaha, Neb., has appointed Allen Reynolds Adv., Omaha, to handle all national advertising, approximately one-third spot radio.

ELINOR G. McVICKAR, former director of Dorothy Gray Labs., in charge of advertising and general styling, has joined Harriet Hubbard Ayer Inc., New York, as director of advertising, promotion and merchandising.

BOTANY WORSTED MILLS, Passaic, N. J., has renewed for 13 weeks its Friday night weather reports on WNBT New York, NBC video station, and Sept. 27 started sponsoring additional weather spots preceding pickups of college football games on the station. Agency: Alfred J. Silberstein-Bert Goldsmith, New York.

SEEMAN Bros., New York (White Rose Foods), effective Oct. 11 will sponsor the CBS co-op "Joan Davis Show" on WCBS New York, Sat. 9-9:30 p.m. Agency: J. D. Tarcher, New York.

THIRTIETH AND SAN PABLO FURNITURE WAREHOUSE, Oakland, Calif., has appointed Ad Fried Adv., same city, to handle advertising. Radio is planned.

SCHUTTER CANDY Div. of Universal Match Corp., St. Louis, Oct. 6 begins spot campaign in ten major markets for its Old Nick and Bit-O-Honey candy. Company is using average of 30 one-minute transcribed station breaks per week in each of following markets: Chicago, Baltimore, Washington, D. C., Dallas, St. Louis, San Francisco, Los Angeles, Atlanta, Boston, and Philadelphia. Reputed $300,000 campaign calls for 52-week contracts. Agency: Schwimmer & Scott Inc., Chicago.

JULIUS WERNER, president of Werner-Hilton, St. Louis men's clothier, is shown here with one of the large store displays that announced the start of "Favorite Story" on KXOK St. Louis, sponsored by Werner-Hilton, Sun. 9:30-10 p.m. Series, featuring Ronald Colman, is transcribed and produced in Hollywood by Frederic W. Ziv Co. Werner-Hilton contract is for 52 weeks and was placed through Panel Agency, St. Louis.

BURLINGTON BREWING Co., Burlington, Wis. (Van Merritt beer), has started sponsorship of weekly transcribed half-hour "Ted Lewis Show" on eight stations in leading markets: WOR New York, WGN Chicago, KPO San Francisco, KFI Los Angeles, WCAE Pittsburgh, WCAU Philadelphia, WEEI Boston, WTAM Cleveland. Contracts are for 13 weeks with options and were placed through Goodkind, Joice & Morgan Inc., Chicago. Show is packaged by Chartoc-Coleman Productions.

RADIO GOSPEL FELLOWSHIP, Los Angeles (religious), in addition to program on seven So. Calif. stations, on Oct. 5 started weekly 30-minute transcribed "Challenge to Youth" on KUJ KYOR KDB KVOS KUGN KXOA KXOB KYNO KCOK, KAFY, plus XGOY Chungking and XZRH Manila. Group on Oct. 26 adds WLOL Minneapolis. Contracts are for 52 weeks. Agency: Glasser-Gailey Inc., Los Angeles.

RUPPERT BREWING Co., New York, has appointed National Export Adv. Service, New York, to handle its export advertising. Initial campaign for Ruppert Beer has been started in Puerto Rico, using newspaper and spot announcements. Domestic advertising for the firm is handled by Lennen & Mitchell, New York.

PETER FOX BREWING Co., Chicago (Fox Deluxe beer), has appointed John W. Shaw Inc., Chicago, and Makelim Assoc., that city, to direct national advertising. Shaw Inc. is expected to handle most or all of radio budget of the account which spends approximately $600,000 for all media. Brewery currently sponsors "Wayne King Show" on WGN.

BELTONE HEARING AID Co., Chicago, has appointed Ruthrauff & Ryan, Chicago, to handle advertising. Company is planning enlarged advertising program for 1948, calling for increased radio appropriation if results of current spot announcement campaign prove satisfactory. Company is using 10 spots per week on WLS and WJJD, as well as participation in Paul Gibson program on WBBM.

A. LOUIS READ, former commercial manager of WWL New Orleans, has been appointed director of advertising and sales promotion for Wembley Inc., New Orleans, neckwear manufacturer.

CENTRAL GROCERS COOPERATIVE Inc. has appointed Saltimieras Radio Adv., Chicago, to handle radio advertising. Firm starts "To You, Milady, A Melody" on WGN Chicago, Oct. 6, 15 minutes daily at 9:15 a.m.

SNOW CROP MARKETERS Inc., New York (Snow Crop Frozen Foods), Sept. 15 began national spot campaign using one-minute transcribed announcements on leading stations in each Snow Crop market throughout country. Two spots daily, five times weekly for four weeks are being used. Agency: Maxon Inc., New York.

READER'S SCOPE MAGAZINE is to launch a radio test campaign in Providence, R. I., early in November. Agency: Rockmore Co., New York.

B. B. PEN Co., Hollywood (ball pens), is placing advertising thru Bodine & Meissner Adv., Los Angeles.

BALIAN ICE CREAM Co., South Gate, Calif. (Franilla ice cream mfrs.), Sept. 29 started 150 transcribed announcements per week on seven Los Angeles area stations. List includes KLAC KIEV KFVD KRKD KXLA KGFJ KFAC. Agency: The Tullis Co., Hollywood.

INLAND FERTILIZER Co., Los Angeles (mfr. Beacon Brand Globe & Pestless products), and its subsidiaries, have appointed Booker-Cooper Inc., Los Angeles, to handle national advertising. Radio will be used.

Buys Rival's Time

OFFICIALS of WKJG, new station nearing completion at Fort Wayne, Ind., announce that WKJG bought a block of time on WFTW Fort Wayne to broadcast the Purdue-Wisconsin football game from Madison on Sept. 27. Purchase of time on the rival station resulted when it appeared that WKJG would not be on the air for another few days. Hilliard Gates, station manager of WKJG, handled the broadcast of the game on his competitor-station, WFTW.

TECHNICAL

WILLIAM MARVIN TOMBERLIN, announcer-engineer at KSON San Diego, has been appointed chief engineer of that station.

ROBERT C. BARE, formerly with WFNS Burlington, N. C., has joined engineering staff of WFPG Atlantic City, N. J., replacing **JOSEPH H. ROBERTS**, resigned.

AIR KING PRODUCTS Co., Brooklyn, N. Y., is marketing new portable radio-camera combination weighing less than four pounds with batteries. Camera can take both black and white and color pictures, according to firm.

HUGO A. BONDY, former chief engineer of WGBS Miami, has joined WZIP Covington, Ky., in same capacity.

CYRIL M. EDMUNDS, formerly of engineering staff of WNDR Syracuse, has been named assistant chief engineer of WOPT Oswego, N. Y.

R. L. PUNSHON, chief engineer of CBK Watrous, Sask., has been transferred to Winnipeg CBC offices, to supervise technical details of new 50-kw CBW Winnipeg. He is succeeded by **V. J. ROWE**, former chief engineer of CBA Sackville, N. B.

GENERAL INSTRUMENT Corp., New York, has started production on a new automatic phonograph record changer which will be sold to set manufacturers for substantially less than current models, according to firm officials. Known as Model 700, it embodies simplification of design which reduced number of parts used from 240 to 105.

CLAUDE WIGLE, formerly of CJCH Halifax, has joined operating staff of CBH Halifax.

DON HARBORNE and **DEAN BELL**, both RCAF veterans and graduates of government's School of Electronics, Toronto, have joined operating staff of CBA Sackville, N. B.

SOUND APPARATUS Co., New York, last week announced completion of redesign of his Model PL recorder. New recorder, to be known as Model HPL, has many mechanical advantages over its predecessor, according to the firm, including three pushbutton-operated paper speeds, more accessible recording mechanism, scriber and potentiometer train, and an improved electrical circuit.

G. RON BACKHOUSE, engineer of CBA Sackville, has been transferred to new CBC 50-kw transmitter, CBX Lacombe, Alta., which is under construction.

CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in TOPEKA

WHN does it again!

Thank you, Billboard judges!

TED HUSING'S BANDSTAND PROMOTION WINS SINGLE CAMPAIGN DIVISION INDEPENDENT STATIONS OVER 5,000 WATTS BILLBOARD 1947 RADIO PROMOTION EXHIBIT

Last year it was WHN's Sports. This year, again, another WHN feature runs off with top promotion honors. WHN advertisers get *intensive promotional support* for their campaigns, plus *showmanship*, plus *fifty-thousand-watt clear channel coverage*, in *America's greatest market.*

Yes, you get more for your money on WHN.

WHN NEW YORK

50,000 Watts · 1050 Clear Channel

at WSAN-FM

At WSAN-FM, Allentown, Pa., this six bay Clover-Leaf—located atop a 1200 foot mountain—tops everything in Lehigh County!

Clover-Leaf Antennas are tops in performance, too! They provide a true circular pattern—exactly match any line impedance between 50 and 100 ohms, assuring maximum radiation of transmitter output to the service area—have a power handling capacity as high as 50 KW. They're easy to erect and require a minimum of maintenance.

If you want to put *your* FM programs on the air at their *best*, get details on the 54A Antenna from your local Graybar Broadcast Representative—or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

Distributed by GRAYBAR — OFFICES IN 93 PRINCIPAL CITIES

—QUALITY COUNTS—

ACTIONS OF THE FCC

SEPTEMBER 26 TO OCTOBER 2

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERF-effective radiated power	N-night	mod.-modification
ST-studio-transmitter	aur-aural	trans.-transmitter
synch. amp.-synchroneous amplifier	vis-visual	unl.-unlimited hours

September 26 Decisions . . .

BY COMMISSION EN BANC

AM—1250 kc

Donald W. Howe, Ware, Mass. — Granted CP new station 1250 kc 500 w D.

Petition Granted

Platte Valley Bcstg. Corp., Scottsbluff, Neb.—Adopted order granting petition to reconsider and grant without hearing application as amended; removed from hearing docket, and granted said application for CP new station 960 kc 500 w D; cond.

WSIR WINTER HAVEN, Fla.—Adopted order granting petition of WSIR for reconsideration of Commission action granting without hearing application of Deland Bcstg. Co., Deland, Fla., 1490 kc 250 w unl.; set aside said action, and designated application for hearing; made WSIR party to proceeding.

Petition Dismissed

Raymond B. Wicker, Earl G. Barbour Sr., Archie L. Barnes and L. T. Clark, area of Southern Pines, N. C.—Adopted order dismissing petition for reconsideration of Commission action granting without hearing application of Sandhill Community Bcstrs. Inc. for new station at Southern Pines, N. C.

Transfer of Control

Bremer Bcstg. Corp., Newark, N. J.—Granted consent to involuntary transfer of control from Albert H. Pollack (deceased) to Yetta Pollack, wife.

Assignment of License

WCOS Columbia, S. C.—Granted consent to assignment of license of WCOS from Carolina Bcstg. Corp. to parent company, Radio Columbia.

KVOC Casper, Wyo.—Granted consent to assignment of license of KVOC from Natrona County Tribune to KVOC Bcstg. Co., 91% controlled by assignor.

License Renewal

KTRC Santa Fe, N. M.—Granted renewal of license for period ending Aug. 1, 1950.

KXOX Sweetwater, Tex.—Granted renewal of license for period ending Aug. 1, 1949.

STA Extended

WOKO Albany, N. Y.—Granted extension of STA for continued operation of WOKO for one month, until 10-31-47, unless sooner terminated by Commission.

Hearing Designated

WTEL Philadelphia — Designated for hearing application for renewal of license; granted temporary license to Dec. 1, pending action or renewal application.

License Extensions

Directed that licenses for operation of following stations be extended on temporary basis to Dec. 1, pending final determination upon applications for renewal of licenses: KKIN KARK KBIO KHJ KIFI KLIZ KOB KTNM KVFD WABY WATL WCAW WCTT WDEL WELM WFLA WGIL WJOL WKBW WNOE WOV and aux. WRC WSGG KFJZ.

Directed that licenses for operation of following FM stations be extended upon temporary basis to Dec. 1, pending final determination upon applications for renewal of licenses: KHJ-FM WFMN WMIT WSM-FM.

Directed that licenses for operation of following ST stations be further extended upon temporary basis to Jan. 1, 1948, subject to frequency assignment change in accordance with proceedings in Docket 6651 and subject to cond. that no interference is caused to government stations on this or adjacent channels: W1XVJ, Westinghouse Radio Stations Inc., Boston; W2XEO, Capitol Bcstg. Co. Inc., Schenectady; W4XGG, Gordon Gray, Winston-Salem, N. C.; W9XMB, The Moody Bible Institute of Chicago, and W2XBD, General Electric Co., Schenectady (pending availability of equipment necessary to permit shifting of frequency).

Directed that licenses for following television stations be extended upon temporary basis to Dec. 1, pending final action on renewal applications: W6XAO and W6XDU Los Angeles.

Directed that licenses for following developmental stations be extended upon temporary basis to Dec. 1, pending final action or renewal applications: W9XHZ, Sarkes Tarzian, Bloomington, Ind.; W9XJN, Joseph F. Novy, Riverside, Ill.

Modification of License

WHAT and WTEL Philadelphia — Granted application for mod. license of WHAT and, on own motion, mod. license of WTEL, to permit them to operate in accordance with time sharing arrangement with WCAM Camden, N. J., subject to any changes in assignments which may be made in Dockets 5893 et al, and further subject to action on WTEL's renewal of license application.

ACTIONS ON MOTIONS

(By Commissioner Durr)

W. Alexander Knight, East St. Louis, Ill.—Granted petition to dismiss without prejudice application for new station.

WERC Erie, Pa.—Action on this item was passed over for one week.

WCAR Pontiac, Mich.—Granted petition for leave to amend application to change name of applicant to WCAR Inc.; accepted amendment.

WDSU and WDSU-FM New Orleans—Granted petition filed jointly, for dismissal without prejudice of application for consent to assignment of license for WDSU and WDSU-FM.

Sayre Printing Co., Sayre, Pa.—Granted petition for leave to amend application to specify 100 w instead of 250 w; accepted amendment and removed from hearing docket.

William Courtney Evans, Dover, Del.—Dismissed petition which requested that application be removed from hearing docket and granted without hearing.

WRNY Rochester, N. Y.—Granted petition requesting 30-day extension of time within which to file exceptions to Commission's proposed decision in re Dockets 7372 et al; extended time to Oct. 30.

September 26 Applications . . .

ACCEPTED FOR FILING

AM—1290 kc

KVOA Tucson, Ariz.—CP to install new trans.

Modification of CP

WNDB Daytona Beach, Fla.—Mod. CP which authorized new standard station to change type trans. for approval of vertical ant. and to mount FM ant. on AM tower, and for approval of trans. location.

WKTG Thomasville, Ga. — Mod. CP which authorized new standard station to change type trans. and for extension of completion date.

AM—1260 kc

Cahokia Bcstg. Corp. Inc., East St. Louis, Ill.—CP new standard station 1260 kc 1 kw DA unl.

AM—1350 kc

North Central Indiana Bcstg. Corp., Kokomo, Ind.—CP new standard station 1350 kc 1 kw DA unl.

AM—1490 kc

WHOT South Bend, Ind.—CP install new trans.

Modification of CP

KOKX Keokuk, Iowa—Mod. CP which authorized new standard station to make change in vertical ant., change type trans. and change studio location.

Modification of License

WMPC Lapeer, Mich.—Mod. license for change in specified hours to daily except Sat. from 9 a.m. to 10:30 p.m. (EST).

AM—580 kc

WCBI Columbus, Miss. — CP change frequency from 1340 to 580 kc, increase 250 w to 1 kw, install new trans. DA-DN (DA-2), and change trans. location.

AM—1490 kc

KBON Omaha, Neb.—CP install new vertical ant. and ground system and change trans. location.

AM—1410 kc

WEGO Concord, N. C. — CP make changes in vertical ant. and mount FM ant. on top of AM tower.

AM—1490 kc

WBUD Morrisville, Pa. — CP make changes in trans. equipment.

Modification of CP

KEYS Corpus Christi, Tex.—Mod. CP which authorized change frequency, increase power, install new trans. and DA-N, and change trans. location to change type trans. and for approval of DA.

WCAV Norfolk, Va.—Mod. CP which authorized new standard station to change corporate name from Western Maryland Bcstg. Corp. to Cavalier Bcstg. Corp., change type trans. for approval of ant. and trans. location and to specify studio location.

WAYB Waynesboro, Va. — Mod. CP which authorized new standard station for approval of ant. and trans. location.

AM—1420 kc

WLOW Norfolk, Va.—CP to change frequency from 1590 kc to 1420 kc. RETURNED by letter of Sept. 16. In conflict with Sec. 1.362.

Transfer of Control

KRCC Richmond, Calif. — Voluntary transfer of control from John F. Galvin, Trustee for Independent Pub. Co., to John F. Galvin Jr.

Modification of CP

WCFM Washington, D. C. — Mod. CP which authorized new FM station to specify trans. site, type trans. and specify ant. system.

Assignment of CP

WRGK Brookfield, Ill.—Voluntary assignment of CP from George M. Ives to WRGK Inc. Also mod. CP as mod. which authorized new FM station to change studio location, change trans. site, ERP to 450 w; ant. height above average terrain to 154 ft.; make changes in ant. system and change commencement and completion dates.

License for CP

WIBX-FM Utica, N. Y. — License to cover CP as mod. which authorized new FM station.

Modification of CP

WIST Charlotte, N. C.—Mod. CP which authorized new FM station to change type trans., make changes in ant. system and change commencement and completion dates.

WGBR-FM Goldsboro, N. C.—Mod. CP which authorized new FM station to change type trans.

WTRF Bellaire, Ohio—Mod. CP which authorized new FM station to change trans. site (geographic coordinates only); make changes in ant. system and change commencement and completion date.

WMRN-FM Marion, Ohio—Mod. CP as mod. which authorized new FM station to make changes in ant. system and change commencement and completion dates.

License for CP

WJPG-FM Green Bay, Wis.—License to cover CP as mod. which authorized new FM station.

TV—Relay

The Evening News Assn., Detroit—CP new experimental television relay station on 1295-1425 mc, power vis. 1 w, emission vis. A5 and unl. hours in accordance with Sec. 4.131 (b) and 4.163.

(Continued on page 70)

WSLI
JACKSON
MISSISSIPPI

5000 WATTS
DAY and NIGHT

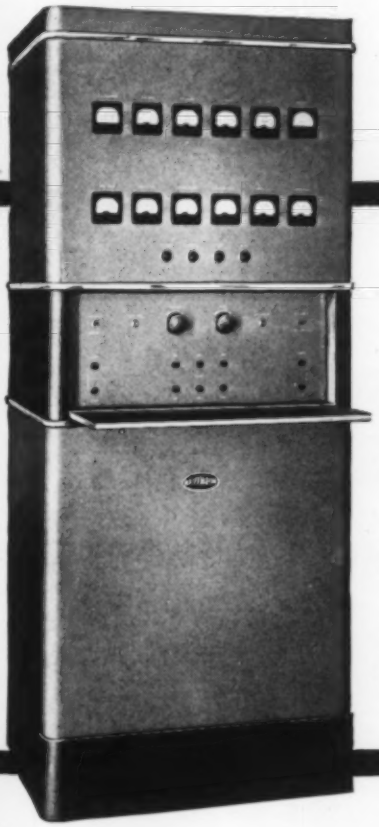
makes WSLI your **must** buy for the greater Mississippi Market!

American Broadcasting Co.

WEED & COMPANY
NATIONAL REPRESENTATIVES

More and More 250 Watt Stations

are being powered by Raytheon



Here's the AM Transmitter that small-station owners are turning to... for its dependable, simpler circuits... its advanced design ...its modern, "dress-up" beauty!

HERE'S WHAT THE SMALL STATION NEEDS!

...Study these RAYTHEON features before you choose any transmitter, for replacement or new installation.

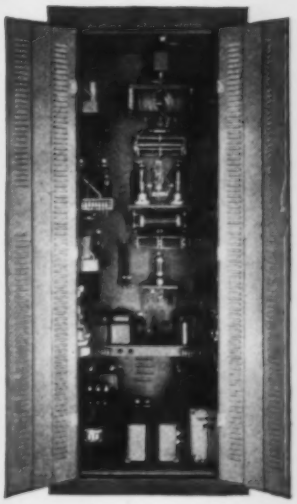
1. **Simplified, More Efficient Circuits**—A high level modulation system eliminates necessity of complicated and critical adjustment of linear amplifiers and minimizes harmonic distortion.
2. **Increased Operating Efficiency**—The use of the most modern improved components which are operated at well below their maximum capacity together with simplified circuit design greatly increases overall operating efficiency.
3. **Greater Dependability**—Due to the use of Triode type tubes, feedback failure will not cause a complete breakdown and the signal quality will still be good. Cooled by natural convective air currents, it is not subject to damage or fire caused by a blower failure.
4. **Simple, Speedy and Accurate Tuning**—All operational controls are centralized on the front panel; every circuit is completely metered and instantly checked. A clutch-equipped low-speed motor makes micrometer adjustment of the two tuned stages very easy.
5. **No Buffer Stage Tuning**—The use of a Video type amplifier in the buffer stage eliminates this complicated tuning.
6. **Silent Operation**—Natural air cooling means no blower noise, permits microphones in same room with transmitter.
7. **Low Audio Distortion**—Triode type tubes used in the audio stages have inherently lower distortion level. Specially designed audio transformers reduce audio distortion still further.
8. **Easy Servicing**—Vertical chassis, symmetrical mechanical layout and complete accessibility through double rear doors and hinged side panels make the RA-250 a favorite.
9. **Easily Meets All F.C.C. Requirements**—All electrical characteristics are well within the F.C.C. requirements. Noise level is −60 db below 100% modulation. Frequency response ±1 db from 30 to 10,000 cycles per second.

ANNOUNCED only a few short months ago, the Raytheon 250 Watt AM transmitter has already won its way into the forefront of small station broadcasting. Presented as a transmitter of unsurpassed design, unsurpassed styling and unsurpassed engineering excellence, it has proved its claims on all three points. Visitors exclaim over its striking, modern beauty . . . beauty that gives a "show-place" air to any station. Station owners are delighted with its dependable performance . . . its silent operation . . . and the high fidelity signal it puts on the air.

RAYTHEON

Excellence in Electronics

Before you select a 250 Watt transmitter, be sure you possess *all* the facts. Write or wire for our specification bulletin.



RAYTHEON MANUFACTURING COMPANY

Commercial Products Division • WALTHAM 54, MASSACHUSETTS

Industrial and Commercial Electronic Equipment, Broadcast Equipment, Tubes and Accessories

Sales Offices: Boston, Chattanooga, Chicago, Dallas, Los Angeles, New York, Seattle

DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY

ANOTHER "WIN" FOR LEAHY!!!!

in

"LEAHY OF NOTRE DAME"

Two weeks ago when we first offered "LEAHY OF NOTRE DAME" to stations, we never dreamed there would be such a universal interest. We've been swamped with wires—telephone calls from all over the country—as well as a flock of firm orders for this unusual sports program.

AND—THERE'S STILL TIME TO GET THIS PROGRAM FOR YOUR SPORTS FANS!

"Leahy of Notre Dame" is a 15-minute, once-a-week, transcribed program with the one and only Frank Leahy in behind-the-scenes football stories, news of all college teams and coaches, interviews, human interest sports stories, and predictions!

Giving added color to the show, will be Harry Wismer, rated radio's top sportscaster for the past four years, who will work with Leahy on the program.

"LEAHY OF NOTRE DAME" is recorded on Sunday of each week and in your hands for Thursday or Friday evening or Saturday morning programming—thus giving your listeners the latest in football from two top figures in the sport today!

FRANK W. LEAHY—Director of Athletics and Head Football Coach, Notre Dame University.

Leahy, considered America's No. 1 football coach, has been at the helm of the Fighting Irish since February 1941. Since then he has chalked up a record of 32 wins, 3 defeats and 4 ties. He kicked off the 1947 season, in a big upset, when his All Stars defeated the champion Chicago Bears pro team a few weeks ago. He has also just been signed as sports adviser to WJR Detroit, Michigan.

WRITE, WIRE, OR CALL FOR PRICE FOR YOUR MARKET ! !

GREEN ASSOCIATES

RADIO AND TELEVISION PRODUCTIONS

360 N. MICHIGAN AVE. TEL. CENTRAL 5593 CHICAGO 1, ILL.

DAYTIME television program for homemakers will start Oct. 7 on WBKB Chicago, sponsored by Commonwealth Edison Co., Chicago. Program will feature dramatized "tips and tricks" in cooking and home management prepared by Jane Foster utility's director of home economics, Lillian Curtis of her staff and Meg Haun. Show will originate in Marquette building with studio audiences being able to witness both presentation of program and video image as seen on television receivers set up in the room. Titled "Jane Foster Comes to Call," show is scheduled for initial 13-week run Agency is J. R. Pershall & Co., Chicago.

Football Discussion

INSIDE DOPE of football activities at U. of Denver is presented each week over KLZ Denver, on new show titled "DU Football Grid Talk." Members of the team and coaching staff get together in frank discussions of both strong and weak points of the team as well as reports of scouts on opposing teams for coming games. Show is aired Mon. 10:30 p.m.

Music for Children

DESIGNED to familiarize children with good music, children's program "Make Friends With Music" has returned to WTAG Worcester, Mass. Series was originated last year by WTAG Music Supervisor Gladys Tomajan. Program is open each week to boys and girls in scout troops, clubs or church groups of area who attend the broadcasts on Saturday mornings. "Make Friends With Music" features Miss Tomajan at the piano, and skits written and dramatized by members of WTAG Radio Club.

'United Nations Today'

DAILY RINGSIDE seat at all meetings of the UN General Assembly is presented on the Yankee Network in new series titled "United Nations Today." Aired Mon.-Fri. 11:15-11:30 a.m., series is produced by radio division of UN under direction of Christopher Cross, and brings Yankee Network listeners voices of the delegates as they give their countries' attitudes on the multitude of problems now before the assembly. All programs originate from Lake Success.

KERO Covers Fair

TWENTY-PROGRAM series from the California State Fair in Sacramento was presented by KERO Bakersfield, Calif., via wire recordings and remote pickups. Programs included backstage dressing room interviews with such stars as Rudy Vallee and George Jessel, sideshow personalities on the Midway, interviews with home town folks, introduction of California Centennial Girls, and exclusive address by Gov. Earl Warren. In addition, KERO originated ten special broadcasts for the farmers of Kern County. Each day a live program was presented from the Kern County exhibit at 1 p.m., and following this quarter-hour, three wire recordings were piped down the line for delayed release in Bakersfield. Thus it was possible to release four programs per day at a minimum one-hour line charge.

ALL-NEGRO SERIAL
Metropolitan Mutual Sponsors Show on WJJD

WHAT is probably the first complete all-Negro daytime serial in American broadcasting history—for cast, sponsor and advertising agency—has been started on WJJD Chicago, Marshall Field independent station.

Titled *Here Comes Tomorrow*, program is being sponsored by Metropolitan Mutual Assurance Co., Chicago, through Davis, Young & Powell, advertising agency. Serial is heard on WJJD, Monday, Wednesday and Friday, 10-10:15 a.m. (CST).

Program deals with the orientation of a young Negro once afflicted with amnesia. It is being written, produced and directed by Dick Durham, scriptwriter for WBBM Chicago's award-winning *Democracy, U. S. A.* The cast, comprising eight or nine members, is headed by Janice Kingslow, who portrayed Anna Lucasta in the play of that name, and Fred Pinkert.

Contract is on a 52-week basis, cancellable after 13 weeks.

PROGRAMS

For Pre-School Age

DESIGNED for pre-school age children, "Kindergarten of the Air," week-day quarter-hour show, has been started on CBC mid-eastern Trans-Canada network. Aim of program is to give children in isolated rural areas creative stimulus in development of constructive play and to show mothers how to teach pre-school age children. Program presents health habits, exercises, songs, handwork suggestions, music, folk-lore and language exercises. Program is developed by CBC in conjunction with the Junior League organization, based on success of such a program in Australia.

Video Interviews

PASSERBY - PARTICIPATION television program was broadcast recently when mobile cameras of Philco video station WPTZ Philadelphia were stationed at corner of 17th and Chestnut Sts., a quality shopping corner. Roy Neal, who conducts the show, called "Pleased to Meet You," picked likely video prospects from window-shoppers in front of Bonwit Teller store and interviewed them. They were questioned on their opinions about higher prices, lower skirt lengths and other current topics. After polling of passersby, cameras were focused on Bonwit Teller show windows which depicted styles in various periods from 1883 to the present.

Activities for Children

DESIGNED to keep youngsters off the street by suggesting things they can make, places they can go, and things they can do for amusement, new series has been started on CBL Toronto. Titled "Sounds Fun," show is prepared in conjuntion with Toronto Junior League and brings information about hobbies, line-up of movies recommended for young people, musical quiz features and stories told in dramatized form. Quarter-hour program is aired Friday afternoons.

Grid Plays on Video

TOUCHDOWN-WINNING football plays are diagrammed for television audience each Saturday at 8:10 to 8:25 p.m. by Don Kellett, former U. of Pa. backfield star, over WFIL-TV Philadelphia. Program, called "Far Better Sports" and sponsored by Mort Farr, electrical appliances dealer, gives televiewers scores of 50 top gridiron games visually, as Mr. Kellett fills in on a blackboard as they are received. While doing so, he ad libs sports highlights. During last half of broadast, he diagrams winning plays. Show is produced by Ted Estabrook.

Good Deeds Aired

WEEKLY TALENT search among school-age children is featured on "Good Deed Club," Saturday morning on CJCA Edmonton. Program is sponsored by national department store chain (T. Eaton Co., Toronto) and features good deeds of the week by youngsters as well as musical program for which auditions of youngsters are held twice weekly by CJCA. Program is produced by Paul Guy.

'Bible Quiz'

STUDENTS of church organizations are participants in "Bible Quiz," religious program aired on KMOX St. Louis, Sun. 8:30-9 a.m. (CST). Six students representing the same faith but from different churches are quizzed on facts of their own denomination. Best answers are recognized by donation to the church that the winning contestant represents. Al Bland, KMOX special events director, is quizmaster.

Farm Interviews

MATERIAL for new early-morning farm show on KDYL Salt Lake City, is being gathered direct from farm yards in the area. Will Wright, KDYL farm editor, is visiting every county in Utah with tape recorder, cutting five-minute interviews with farm families and airing interview from different section of the state each morning. Interviews are recorded against various farm backgrounds—from milking barns, horse corrals and grain fields. Purpose is to acquaint farmers with problems of all sections.

War Children

EFFECTS on children of tensions and deprivations of war and uncertainties of peace are dealt with on Sunday public service programs at 9:30 p.m. over WIP Philadelphia. Special emphasis is being placed in the series on problems teachers face in trying to meet needs of 3,000,000 war-babies entering school this year. Shows are written by Arnold Peri and directed by Mitchell Grayson and are produced with aid of State Radio Chairman of Parent-Teachers Assn., General Federation of Women's Clubs, Mental Hygiene Assns., Public Education Assn. and other groups.

'Listener's Exchange'

MADE UP ENTIRELY of ideas sent in by listeners, daily show "Listener's Exchange" is featured on WOL Washington, Mon.-Fri. 10:45 a.m. Not only do listeners have a chance to share their ideas on the show, but they also have a chance to win prizes for most original idea of the week. Subjects discussed on the show are as varied as the interests of the listeners, running from fashions and household hints to such items as, "Should husbands spank wives?"

Parents-Teachers Discussion

ROUNDTABLE discussion between teachers and parents is presented each Thursday at 8:30-9 p.m. on WILX North Wilkesboro, N. C., in cooperation with district school authorities. Purpose of series is to acquaint patrons of the schools with what school is doing. This is the first time that the district schools have used radio for this purpose. Program was arranged by Bob Montgomery, program manager of WILX.

Resources Conservation

CONSERVATION of America's national resources is the subject of new series "Generation on Trial" to be presented by WLW Cincinnati. Series will take a "trial procedure" format, asking listeners, "Are you guilty?" of helping to waste resources. Brenton Grant will prepare the scripts, with cooperation of Dr. W. D. Funkhouser of U. of Kentucky. All techniques will be employed in the series, including drama, wire recordings, interviews, narratives, etc. Programs will be aired at 7-7:30, Saturday.

Debate Feature

WEEKLY PUBLIC service discussion program, "Your Right to Say It," returns to WGN Chicago for third season Oct. 14. Scheduled for Tues. 9:30-10 p.m. (CST), program utilizes debate format in which two speakers, representing affirmative and negative sides, discuss controversial questions. After recapitulation of views by moderator, speakers are given time for rebuttal. Period of questions by members of studio audience concludes show, which is directed by Ward Quaal.

Talent Hunt

CHORAL SOCIETY of Philadelphia, in cooperation with KYW Philadelphia, is conducting widespread vocal talent hunt for promising young artist who will appear as soloist at 51st annual presentation of the "Messiah" Dec. 29 at the Academy of Music. Competition is in form of scholarship prize named after Henry Gordon Thunder, society director for past 50 years who recently retired. Prize will be a $200 scholarship to aid winner in furthering his music education. Preliminary contests will be held Oct. 20 in counties surrounding Philadelphia and beginning Nov. 2 local winners will appear on KYW's weekly "Today's Concert" program. Finals will be held in KYW main studio Dec. 8-12, with winner broadcasting Dec. 14.

Children Guests of WHIO

BOYS and girls from the Champaign County Children's Home at Urbana, Ohio, recently were guests of the "Sunrise on the Farm" program over WHIO Dayton. Children were interviewed over WHIO and were guests of the station for breakfast. They were taken on a tour of the city; to a concert and then on a tour of Wright Field. Station reports that they were 45 excited children when they went back to the Home.

A Sensational New Christmas Package!

EVERYBODY KNOWS
EVERYBODY LOVES

UNCLE REMUS

Now brought to life by

the Inimitable

JIMMY SCRIBNER

Ten years on coast-to-coast MBS with his 'Johnson Family'

AVAILABLE NOW

20 quarter-hour open end programs especially designed for concentrated pre-Christmas merchandising. Here's a *brand new* series that will thrill audiences of *all* ages as Uncle Remus and his old friends Brer Fox and Brer Rabbit get the Christmas spirit in a series that will give tremendous impact to your pre-Christmas sales message.

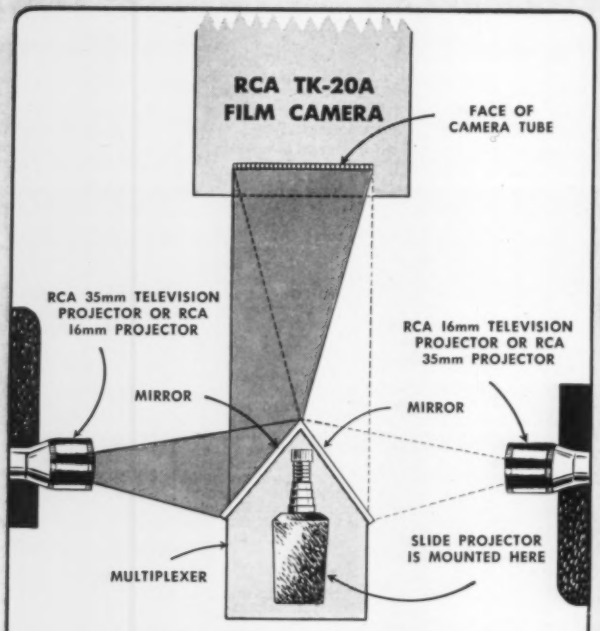
Cost per program based on metropolitan area population:

Under 25,000	**3.00**
Up to 100,000	**5.00**
Up to 750,000	**10.00**
Over 750,000	**15.00**

Send for audition today

CARDINAL CO.
6000 Sunset Boulevard
Hollywood 28, California

RCA TK-20A FILM CAMERA . . . as outstanding for *film* programming as the RCA image-orthicon field and studio cameras have proved for "live" pick-up work. *Only* one of these cameras is required for a complete, versatile film and slide setup.

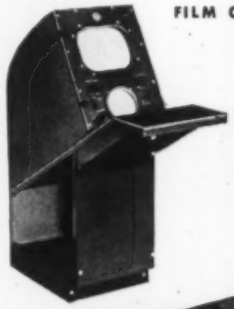


RCA FILM MULTIPLEXER

Images from the RCA television projectors are reflected from the mirrors of the multiplexer to the pick-up tube of the camera. The slide projector, mounted on the multiplexer, focuses directly on the pick-up tube. No focusing lenses are required on the film camera; distortion is negligible. Instant change from one projector image to another . . . or injection of slide pictures is performed in the projection room.

New RCA "4way"* television film camera

* for use with one 16mm or one 35mm RCA television film projector
* for use with a 16mm and a 35mm projector
* for continuous shows with two projectors of either size
* for two film projectors and a slide projector



FILM CAMERA CONTROL—one required for each camera . . . becomes part of video console . . . permits operator to monitor and control quality of picture signal (amplifying, mixing, blanking, synchronizing, etc.).

VIDEO CONSOLE—composed of studio and film camera controls, a master monitor, and switching, lap-dissolve, and fading facilities for selecting the camera pick-up desired. "Building-block" design assures a compact, unified appearance . . . permits adding extra units at any time.

IT IS NOW POSSIBLE to use two film projectors *and* a slide projector with just *one* film camera . . . and to switch instantly from one to another *without moving the camera.*

Versatility in the RCA TK-20A is achieved through the use of a unique mirror system (see diagram at left). By this means, slide projector images may be shown in conjunction with motion picture films for special effects . . . or used separately for station identification, announcements, commercials, etc. Consecutive movie shorts or continuous multireel shows are handled with equal ease.

The camera includes a sensitive RCA pick-up tube, blanking and deflection amplifiers, and a six-stage video preamplifier. Resolution is excellent.

A separate control unit and master monitor, and two regulated power supplies (rack-mounted) complete the film-camera chain.

Only initial settings need be made at the camera; all other adjustments are made at the monitor and control units which normally become part of your video console.

Complete specifications and description of the TK-20A Film Camera are now available. Write Dept. 18-J, RCA, Camden, N. J.

RCA

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Philco Corp. Offers Patents To All Other Manufacturers

PHILCO Corp. in a move that may be regarded as among the important developments in the history of radio manufacturing, announced Sept. 24 that it is offering use of its 700 patents and inventions in the radio receiver, electrical phonograph and television fields to any manufacturer, subject to royalties.

Formal announcement of the policy was made by John Ballantyne, corporation president, and it was interpreted as a move which will have far-reaching benefits for other manufacturers, the public and for broadcasters.

It followed less than a month after RCA's somewhat similar invitation to other manufacturers to get into the television field [BROADCASTING, Sept. 1], but the Philco step was not taken because of the RCA move. It has been planned for a year now and it marks a definite break in former Philco policies.

Heretofore, Philco never licensed manufacturers to use its patents and inventions, as did RCA. But a year ago, it made a first move in this direction when it signed a cross-licensing agreement with RCA. Since then it licensed General Electric and Westinghouse Electric Corp. to use its developments, but now it has widened its policy to include the entire industry.

Unusual in the Philco offer is the fact that it is willing to bring other manufacturers right up to date in the latest developments, granting not only licenses in patented items, but also in brand-new inventions for which such protective rights are still in process.

Included among the many outstanding developments of Philco research are its advanced FM system; electronic voltage regulator; the Philco large-screen projection TV system with the micro-lens screen, regarded as a major advance in the TV art, and a new method of playing records which is incorporated in the Philco 1201.

Under the licensing agreements to be signed with manufacturers, the licensees are required to pay Philco a minimum of $10,000 a year. Payments to Philco generally are according to the following schedule:

For each TV receiver when equipped only for accompanying sound, 1¼% of the specified selling price.

For FM receivers, ¾% of the selling price.

For AM receivers, ¼% of the selling price.

For phonographs only, ¼% of the selling price.

For combinations, with TV receivers except when combined with phonographs, 1⅛% of the selling price.

For TV receivers with phonographs, 1% of the selling price.

For FM and AM receivers only, and when in combination with phonographs ½% of the selling price.

For FM receivers combined with phonographs, ½% of selling price.

For electronic voltage regulator, $100 a year and 3% on each voltage regulator.

Sound Effects

AS THE RECENT Florida hurricane ripped through Fort Pierce with winds of 110 miles per hour, WIRA listeners were startled to hear: "Want to cool off—need to raise a breeze? For those hot, dog days insure your comfort with an electric fan . . ."

Lightweight TV Camera Is Now Developed by GE

DEVELOPMENT of a 56-pound television camera by the Transmitter Division of General Electric Co.'s Electronics Dept. at Syracuse was announced last week by GE officials, who said it is believed to be the lightest video camera ever built for studio use.

It is equipped with a turret of three lenses, is 10 inches wide, 10 inches high and 20 inches long, and although designed primarily for studio work, it may be adapted for greater distances with a telephoto lens. It is mounted on a mobile dolly and may be operated by fingertip control.

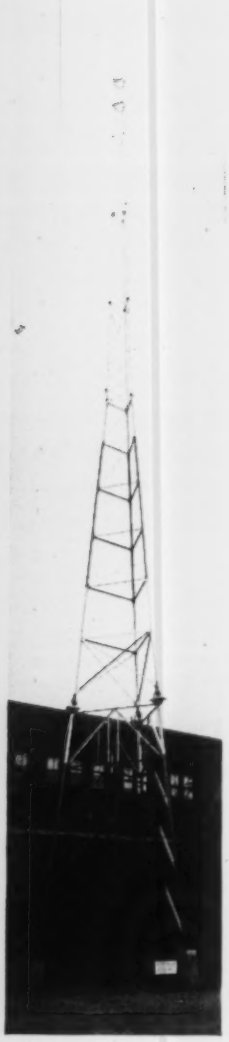
GE officials said the camera will produce acceptable pictures at 50 foot-candles and f3.5, and that smaller stop openings may be used for greater depth of focus if 100 to 200 foot-candles are supplied.

New Agreement

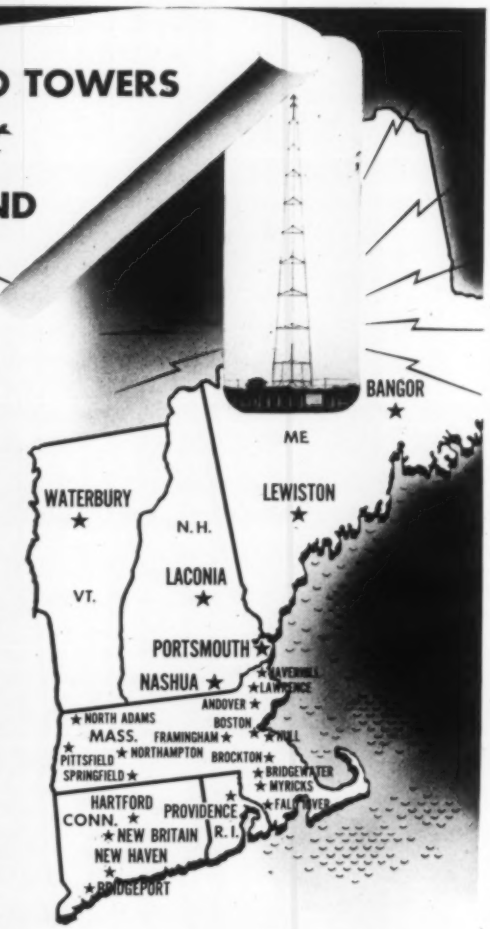
INTERIM arrangements have been made between the U. S. and Canada under which mobile radio transmitting equipment licensed by either government may enter either country. New agreement provides that such equipment be sealed by customs officials to prevent its operation in the country visited. Under the old arrangement U.S. equipment had been removed before entering Canada while Canadians entering this country were warned of illegal operation under U.S. laws. If the seal on equipment is broken under the new terms such equipment is subject to seizure.

Champion Renews

CHAMPION Spark Plug Co., Toledo, Ohio, effective Oct. 5 for 52 weeks, renewed sponsorship of *Champion Roll Call*, on ABC Fridays, 9:55-10 p.m., featuring sports commentaries by Harry Wismer. Agency is MacManus, John & Adams, Detroit.



TRUSCON RADIO TOWERS
Blanket
NEW ENGLAND



There are scores of Truscon Radio Towers in New England, ranging from 100 feet to 600 feet in height. They are both guyed and self-supporting types, either tapered or uniform cross section, and are meeting both AM and FM needs.

There are hundreds of Truscon Radio Towers serving the entire United States, and in many countries overseas. Truscon field experience and manufacturing facilities enable Truscon to meet adequately the individual needs of each broadcasting station. This assures satisfactory, trouble-free operation and ability to meet changing conditions.

Truscon engineering consultation is yours without obligation. Write or phone our home office at Youngstown, Ohio, or any of our numerous and conveniently located district sales offices.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

Manufacturers of a Complete Line of Self-Supporting Radio Towers . . . Uniform Cross-Section Guyed Radio Towers . . . Copper Mesh Ground Screen . . . Steel Building Products.

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FCC Actions

(*Continued from page 62*)

Applications Cont.:

TV-Relay

The Evening News Assn., Detroit—CP new experimental television relay station on 6950-6975 mc, power 0.1 w, emission A5 and unl. hours in accordance wth Sec. 4.131(b) and 4.163.

AM—970 kc

KERO Bakersfield, Calif.—CP change frequency from 1230 to 970 kc, increase 250 w to 5 kw, install new trans. and DA-N and change trans. location.

AM—1230 kc

Mendocino Coast Bcstg. Co., Fort Bragg, Calif.—CP new standard station 1230 kc 250 w unl. AMENDED to change trans. location.

AM—990 kc

Dawson Bcstg. Co., Dawson, Ga.—CP new standard station 990 kc 1 kw D. AMENDED to change type trans.

AM—1280 kc

Hillsdale Bcstg. Co. Inc., Hillsdale, Mich.—CP new standard station 830 kc 250 w D. AMENDED to change frequency from 830 to 1280 kc.

AM—960 kc

Platte Valley Bcstg. Corp., Scottsbluff, Neb.—CP new standard station 960 kc 1 kw D. AMENDED to change power from 1 kw to 500 w.

Modification of CP

WFLB Fayetteville, N. C.—Mod. CP, as mod., which authorized new standard station to change type trans. and to make changes in vertical ant.

AM—1340 kc

The Mount Vernon Bcstg. Co., Mount Vernon, Ohio—CP new standard station 1340 kc 250 w unl. AMENDED re change in officers.

AM—1380 kc

Philip Mathews, Carlisle, Pa.—CP new standard station 1340 kc 250 w unl. AMENDED to change frequency from 1340 to 1380 kc, 250 w to 1 kw and hours from unl. to D, change type trans. and make changes in ant.

Modification of CP

WGH Newport News, Va.—Mod. CP which authorized changes in vertical ant. and to mount FM ant. on AM tower for extension of completion date.

WGNB Chicago—Mod. CP, as mod., which authorized changes in FM station to change trans. site, ERP to 48 kw, ant. height above average terrain to 739 ft., make changes in ant. system and change commencement and completion dates.

WKIL Kankakee, Ill.—Mod. CP, as mod., which authorized new FM station to make changes in ant. system and ERP to 73.7 kw.

KWNO-FM Winona, Minn.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

Relinquishment of Control

KFAB-FM Lincoln, Neb. — Voluntary relinquishment of control of permittee corporation from Sidles Co. to Star Printing Co.

WWST-FM Wooster, Ohio—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KWFT-FM Wichita Falls, Tex.—Voluntary assignment of CP to KWFT Inc.

WCFC Beckley, W. Va.—Mod. CP as mod., which authorized new FM station for extension of completion date.

WEMP-FM Milwaukee — Mod. CP which authorized new FM station for extension of completion date.

Chicago Times Inc., Chicago—CP new commercial television station on Channel 13, 210-216 mc, power of vis 5 kw, aur 4 kw and unl.

License Renewal

WMMW Meriden, Conn.—License renewal standard station.

KATL Houston, Tex.—Same.

AM—690 kc

WTOC Savannah, Ga.—CP to change frequency from 1290 to 690 kc, change hours from unl. to D and increase power from 5 kw to 10 kw, install new trans. and new vertical ant. and change trans. location.

Modification of CP

WCFL Chicago—Mod. CP, as mod., which authorized increase power, install new trans. and changes in DA-DN, for extension of completion date.

AM—1340 kc

Journal-Review, Crawfordsville, Ind.—CP new standard station 1340 kc 100 w unl.

Modification of CP

WASK Lafayette, Ind.—Mod. CP as mod., which authorized installation of new vertical ant. and change in trans. location, for extension of completion date.

AM—1240 kc

East Kentucky Bcstg. Co., Pikesville, Ky.—CP new standard station 1240 kc 250 w unl.

Modification of CP

WGTM Wilson, N. C.—Mod. CP which authorized change frequency, increase power, install new trans. and DA-DN and change in trans. location, to change type trans., for approval of DA and to change trans. location.

AM—1600 kc

University City Bcstg. Corp., Urbana, Ill.—CP new standard station 1600 kc 250 w D.

AM—1340 kc

Little Dixie Bcstg. Co., Hugo, Okla.—CP new standard station 1340 kc 250 w unl.

AM—1260 kc

McMinnville Bcstg. Co., McMinnville, Ore.—CP new standard station 1260 kc 1 kw D.

Modification of CP

WKST New Castle, Pa.—Mod. CP, as mod., which authorized changes in vertical ant. and to mount FM ant. on AM tower, for extension of completion date.

AM—1380 kc

Roger Williams Bcstg. Co. Inc., Pawtucket, R. I.—CP new standard station 1380 kc 500 w D.

Modification of CP

KTSA San Antonio, Tex.—Mod. CP, as mod., which authorized increase power, install new trans. and DA-DN and change trans. location, to change type trans., make changes in DA and mount FM ant. on AM tower, and change trans. location and for extension of completion date.

WLVA Lynchburg, Va.—Mod. CP which authorized change frequency, increase power, install new trans. and DA-DN and change in trans. location, to change frequency from 610 to 590 kc, change type trans., for approval of DA and change trans. location.

WSLS Roanoke, Va.—Mod. CP which authorized change frequency, increase power, install new trans., and DA-DN and change in trans. location, to change frequency from 590 to 610 kc, change type trans., for approval of DA and to change trans. location.

FM—96.7 mc

Northern Illinois Bcstg. Co., Woodstock, Ill.—CP new FM station (Class A) on Channel 224, 96.7 mc, ERP 999 w.

APPLICATIONS DISMISSED

AM—1480 kc

Central Colorado Bcstg. Co.—CP new standard station 1480 kc 500 w-N 1 kw-D unl. DISMISSED Sept. 22, lack of prosecution.

FM—Unassigned

Huntsville Bcstg. Co., Huntsville, Ala.—CP new FM station (Class B) on frequency to be assigned by FCC and ERP 1.2 kw. Application dismissed without prejudice at request of partner F. L. Mickle.

Relay Deleted

Havens & Martin Inc., area of Richmond, Va.—Deleted high frequency relay station WEIE on Sept. 23.

TENDERED FOR FILING

Modification of CP

WSKB McComb, Miss.—Mod. CP to change proposed trans. location, using 500 w-N 1 kw-D unl. DA-N on 1250 kc.

AM—1520 kc

Coastal Bcstg. Co. Inc., Bay Shore, N. Y.—CP new standard station 1520 kc 250 w D. (Requesting facilities of WKBS Oyster Bay, N. Y., pending WKBS change to West Hempstead, N. Y.)

Modification of CP

KVLC North Little Rock, Ark—Mod. CP to specify studio location and approval of trans. location.

AM—1230 kc

WJNO West Palm Beach, Fla.—Request for license for old main trans. to be used as alternate main trans. power of 250 w, unl. on 1230 kc.

AM—1410 kc

Christian County Bcstg. Co., Taylorville, Ill.—CP new standard station 1410 kc 250 w and D.

AM—680 kc

WPTF Raleigh, N. C. — CP make changes in DA to support FM radiator, using 50 kw DA-N on 680 kc.

September 29 Applications . . .

ACCEPTED FOR FILING

AM—1060 kc

WPOR Portland, Me.—CP to change frequency from 1450 to 1060 kc, increase 250 w to 5 kw, install new trans. and DA-DN, and change trans. location.

Modification of CP

KMBC Kansas City—Mod. CP as mod. which authroized mount FM ant. on east tower of DA, to make changes in DA and for extension of completion date.

AM—1320 kc

Hocking Valley Bcstg. Corp., Lancaster, Ohio—CP new standard station 1320 kc 250 w and D. AMENDED to change power from 250 w to 500 w and change type trans.

Modification of CP

WABB-FM Mobile, Ala. — Mod. CP which authorized new FM station for extension of completion date.

KMYC-FM—Marysville, Calif. — Mod. CP as mod. which authorized new FM station for extension of completion date.

Assignment of CP

KOMB Los Angeles—Involuntary assignment of CP as mod. which authorized new FM station to Dana Latham, executor of estate of C. Merwin Dobyns, deceased.

Modification of CP

KPNI Palo Alto, Calif.—Mod. CP as mod. which authorized new FM station for extension of completion date.

License for CP

KAGH Pasadena, Calif. — License to cover CP as mod. which authorized new FM station.

Modification of CP

KBMT San Bernardino, Calif.—Mod. CP as mod. which authorized new FM station for extension of completion date.

WJHP-FM Jacksonville, Fla.—Mod. CP as mod. which authorized new FM station for extension of completion date.

License for CP

WCSI Columbus, Ohio — License to cover CP as mod. which authorized new FM station.

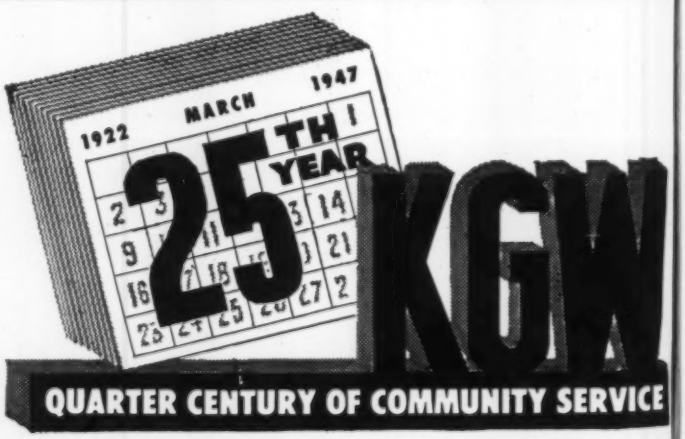
Modification of CP

WSRK Shelbyville, Ind. — Mod. CP which authorized new FM station for extension of completion date.

WTHI-FM Terre Haute, Ind.—Same.

WGUY-FM Bangor, Me.—Same.

WGAN-FM Portland, Me.—Same.



DISTINGUISHED achievement certificate is presented to William K. Jenkins (l) president of two Georgia stations, WRDW Augusta and WSAC Columbus, and immediate past chairman of the Georgia chapter, National Foundation for Infantile Paralysis, by two members of the chapter's present staff of officers. Making presentation are Robert F. Maddox (r) and Baxter N. Maddox, both executives of Atlanta's First National Bank.

WTAG-FM—Worcester, Mass. — Same.
WHFB-FM Benton Harbor, Mich. — Same.

License for CP

WJJW Wyandotte, Mich.—License to cover CP which authorized new FM station.

Modification of CP

KMBC-FM Kansas City—Mod. CP as mod. which authorized changes in FM station to change type trans., ERP to 468 kw, ant. height above average terrain to 584.5 ft.; make changes in ant. system and change commencement and completion dates.

WBNY-FM Buffalo, N. Y.—Mod. CP as mod. which authorized new FM station for extension of completion date.

WKNP Corning, N. Y.—Same.

WGYN New York—Mod. CP as mod. which authorized changes in FM station, to make changes in ant. system and change commencement and completion dates.

KOCY-FM Oklahoma City, Okla. — Mod. CP as mod. which authorized new FM station for extension of completion date.

KOMA-FM Oklahoma City — Mod. CP as mod. which authorized new FM station for extension of commencement and completion dates.

WMCK-FM McKeesport, Pa.—Mod. CP as mod. which authorized new FM station for extension of completion date.

WNJD Meadville, Pa.—Same.

WCLC Clarksville, Tenn.—Same.

FM—95.5 mc

Harding College, Memphis, Tenn.—CP new FM station (Class B) on Channel 238, 95.5 mc, and ERP 15.8 kw.

Modification of CP

KURV-FM Edinburg, Tex. — Mod. CP which authorized new FM station to specify studio location, change type trans., ERP to 1 kw; and commencement and completion dates.

KYFM San Antonio, Tex.—Mod. CP as mod. which authorized new FM station to change trans. site, ERP to 331.7 kw, ant. height above average terrain to 524 ft.; make changes in ant. system and change commencement and completion dates.

WGH-FM Newport News, Va. — Mod. CP which authorized new FM station for extension of completion date.

License for CP

Minnesota Bcstg. Corp., area of Minneapolis—License to cover CP as mod. for KNGL to be used with standard station WTCN.

Modification of CP

KCVN Stockton, Calif.—Mod. CP as mod. which authorized new non-commercial educational station for extension of completion date.

TV—204-210 mc

Empire Coil Co. Inc., Avon, Conn.—CP new commercial television station on Channel 10, 192-198 mc, power vis. 5 kw (peak) aur. 2.5 kw and unl. AMENDED to change frequency from Channel 10, 192-198 mc, to Channel 12, 204-210 mc.

TENDERED FOR FILING
Transfer Control

WHTB Talladega, Ala. — Consent to transfer of control from D. Hardy Riddle and Harry Held to Melvin Hutson.

Modification of CP

WHKC Columbus, Ohio—Mod. CP to make changes in DA-N and install FM ant. on top and install new trans.

AM—1340 kc

The Zanesville Bcstg. Co., Zanesville, Ohio—CP new standard station 1340 kc, of 250 w unl.

AM—1300 kc

WECW Mayaguez, Puerto Rico — CP change frequency from 1490 to 1300 kc, power from 250 w to 1 kw and install new trans.

September 30 Decisions . . .

BY COMMISSION EN BANC

WEDC Chicago—Granted extension of present license to Dec. 1, pending study of information received under Sec. 308 (b).

BY THE SECRETARY

WFUV New York—Granted license for new noncommercial educational station; Channel 211, 90.1 mc; ERP 3.5 kw.

WBNB Beloit, Wis.—Granted license for new FM station; Channel 297, 107.3 mc; ERP 8.7 kw.

WFMO Jersey City, N. J.—Granted license for new FM station; Channel 276, 103.1 mc; ERP 360 w.

KCMC-FM Texarkana, Tex.—Granted mod. CP for extension of completion date to 12-15-47.

WFLO Farmville, Va.—Granted license for new station 870 kc 1 kw D.

WRUN Bellinger, Tex.—Granted license for new station 1400 kc 250 w unl.

KIOX Bay City, Tex.—Granted license for new station 1270 kc 1 kw DA-N unl.

KOLN Lincoln, Neb.—Granted license to move trans. and studio locations and install new trans. and change studio location.

KWIK Burbank, Calif.—Granted mod. CP for approval of ant. and trans. location.

KCUD Stuttgart, Ark.—Granted mod. CP for approval of ant., trans. and studio location.

WFLB Fayetteville, N. C. — Granted mod. CP for change in type trans. and make changes in vertical ant.

WOAP-FM Owosso, Mich. — Granted mod. CP to change location.

WASK Lafayette, Ind.—Granted mod. CP for extension of completion date to 1-1-48.

WGH Newport News, Va.—Same to 1-24-48.

WCFL Chicago—Same to 4-24-48.

WAIR-FM Winston-Salem, N. C.—Same to 4-21-48.

WFAM Lafayette, Ind.—Same to 12-21-47.

WAYS-FM Charlotte, N. C.—Same to 3-30-48.

WMGA-FM near Moultrie, Ga.—Same to 12-15-47.

WTJS-FM Jackson, Tenn.—Same to 4-1-48.

WSTP-FM Salisbury, N. C.—Same to 4-15-48.

WKRG-FM Mobile, Ala.—Same to 11-17-47.

Herbert L. Spencer, area, Laurel, Md.—Granted mod. CP W3XLM for extension of completion date to 12-2-47.

Carl E. Haymond, area, Tacoma, Wash.—Granted license for new remote pickup station KSMA.

WIKY Evansville, Ind.—Granted license for new station 820 kc 250 w D.

KBOA Kennett, Mo.—Granted license for new station 830 kc 1 kw D.

WADE Wadesboro, N. C.—Granted license for new station 1210 kc 1 kw D and for change in studio location.

KRLN near Canon City, Col.—Granted license for new station 1400 kc 250 w D.

KWSL Lake Charles, La.—Granted license for new station 1400 kc 250 w unl.

KSEI Pocatello, Ida.—Granted license for change in trans. location, increase power, install new trans., change DA and mount FM ant. on AM tower.

WJJD Chicago.—Granted license for increase in power, install new trans. and DA-DN.

WABZ Albemarle, N. C.—Granted license for new station 1010 kc 1 kw D.

WAYX Waycross, Ga.—Granted license install new vertical ant. and ground system and change in trans. and studio locations.

WKNX Saginaw, Mich.—Granted license new station 1210 kc 1 kw D and for change of studio location.

WMAP Monroe, N. C.—Granted license for new station 1060 kc 250 w D.

KENT Shreveport, La.—Granted license for new station 1550 kc 500 w DA-N 1 kw-LS, unl.; cond.

WNEL San Juan, P. R.—Granted license for change in frequency and install DA-DN.

WNYB Kenmore, N. Y.—Granted mod. CP to change type trans., for approval of ant. and trans. location, and specify studio location.

WSTV Steubenville, Ohio—Granted license for change to vertical ant. and for erection of AM ant. on top of AM tower.

WFHR Wisconsin Rapids, Wis.—Granted license install new vertical ant.

WSNJ Bridgeton, N. J.—Granted license install new vertical ant. with FM ant. mounted on top and move trans.

KQV Pittsburgh—Granted license for increase in power, install new trans. and DA-DN and change trans. location.

WSAN Allentown, Pa.—Granted mod. CP for extension of completion date to 11-15-47.

KYW Philadelphia—Same to 4-14-48.

WESX Salem, Mass.—Same to 4-9-48.

WFLB Fayetteville, N. C.—Same to 1-14-48.

KVOO Tulsa, Okla.—Same to 11-17-47.

KFH Wichita, Kan.—Same to 12-14-47.

WMIT Hickory, N. C.—Same to 4-14-48.

Warner Bros. Bcstg. Corp., area, Hollywood, Calif.—Granted license for remote pickup station KSMK to be operated in connection with standard station KFWB.

KORN Fremont, Neb.—Granted license for new station 1340 kc 100 w unl. and specify studio location.

(Continued on page 72)

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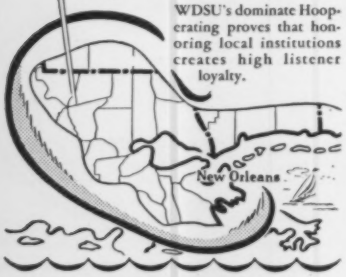

NEW ORLEANS WDSU ABC Affiliate
1280 kc 5000 Watts
JOHN BLAIR AND COMPANY
Representative

FCC Actions

(*Continued from page 71*)

Decisions Cont.:

WRNY Rochester, N. Y.—Granted license for new station 680 kc 250 w D.

KGGM Albuquerque, N. M.—Granted license for change in frequency, increase power, install new trans. and DA-N and change trans. location.

WSIC Statesville, N. C.—Granted license for new station 1400 kc 250 w unl. and for change of studio location.

KTOP Topeka, Kan.—Granted license for new station 1490 kc 250 w unl. and for change in studio location.

KIJV Huron, S. D.—Granted license for new station 1340 kc 250 w unl. and for change in studio location.

WLOX Biloxi, Miss.—Granted CP to change type trans., approval of ant. and trans. location, and change studio location.

WESA Charleroi, Pa.—Granted mod. CP for approval of ant., trans. and studio locations.

WSKI Montpelier, Vt.—Granted mod. CP to change type trans., for approval of ant., trans. and studio locations.

KOIN Portland, Ore.—Granted CP for reinstatement of CP which authorized mounting FM ant. on top of AM tower.

WRNY-FM Rochester, N. Y.—Authorized extension of completion date to 4-30-48.

KIXL-FM Dallas, Tex.—Same to 12-20-47.

WKOK-FM Sunbury, Pa.—Same to 11-25-47.

WMFR New Bedford, Mass.—Same to 4-16-48.

WLPM-FM Suffolk, Va.—Same to 12-28-47.

WHBJ Mt. Vernon, N. Y.—Same to 12-6-47.

WCMW-FM Canton, Ohio—Same to 4-11-48.

WKST-FM New Castle, Pa.—Same to 12-9-47.

WJPF-FM Herrin, Ill.—Same to 12-28-47.

WGPA-FM Bethlehem, Pa.—Same to 1-1-48.

September 30 Applications . . .

ACCEPTED FOR FILING

AM—710 kc

WKRG Mobile, Ala.—CP to change power and hours from 1 kw D to 250 w-N, 1 kw-D unl., install DA-N AMENDED to make changes in DA and ground system and change trans. location.

AM—860 kc

H. F. Ohlendorf, Osceola, Ark.—CP new standard station 860 kc 1 kw D.

AM—1250 kc

Southland Bcstg. Co., Pomona, Calif.—CP new standard station 1250 kc 1 kw D DA.

AM—1310 kc

Kenneth Aitken, Taft, Calif.—CP new standard station 1310 kc 500 w D. AMENDED to change name of applicant from Kenneth Aitken to Kenneth Aitken and George J. Teschumy, partnership d/b as Taft Bcstg. Co.

Modification of CP

KUBA Yuba City, Calif.—Mod. CP which authorized new standard station to change type trans., install DA-DN and change trans. location. AMENDED to change DA and change trans. location.

AM—990 kc

Landon Bcstg. Co., Denver, Col.—CP new standard station 990 kc 1 kw D.

Modification of CP

KTFI Twin Falls, Ida.—Mod. CP, as mod., which authorized increase power, install new trans. and change in studio location, for extension of completion date.

KWWL Waterloo, Iowa—Mod. CP which authorized new standard station for approval of ant. and trans. location. AMENDED to change type trans.

AM—1490 kc

Alexandria Radio Corp., Alexandria, Minn.—CP new standard station 1490 kc 250 w and unl. AMENDED re stockholders.

AM—1370 kc

Benlee Bcstg. Co., Patchogue, New York—CP new standard station 1580 kc 250 w D. AMENDED to change frequency from 1580 to 1370 kc, power from 250 w to 500 w, change type trans. and changes in ant. ground system.

Modification of CP

WOLF Syracuse, N. Y.—Mod. CP, as mod., which authorized installation of new vertical ant. and change in ground system, for extension of commencement and completion dates.

AM—1590 kc

El Reno Bcstg. Co., El Reno, Okla.—CP new standard station 1590 kc 500 w D.

AM—1230 kc

Coast Bcstrs. Inc., Tillamook, Ore.—CP new standard station 1370 kc 1 kw unl. DA. AMENDED to change frequency from 1370 to 1230 kc, power from 1 kw to 250 w non-DA-DN, change type trans. and studio location.

Modification of CP

WPRA Mayaguez, P. R.—Mod. CP which authorized increase in power, change trans. equipment, install DA-DN and change in trans. location, for extension of completion date.

AM—1210 kc

Panola Bcstg. Co., Carthage, Tex.—CP new standard station 1210 kc 250 w D.

AM—1570 kc

Houston County Bcstg. Co., Crockett, Tex.—CP new standard station 1570 kc 250 w D.

AM—1450 kc

Lampasas Bcstg. Co., Lampasas, Tex.—CP new standard station 1450 kc 250 w unl.

AM—1290 kc

Mid-County Bcstg. Co., Port Neches, Tex.—CP new standard station 1290 kc 500 w D.

AM—730 kc

Wyoming Bcstg. Co., Pineville, W. Va.—CP new standard station 730 kc 1 kw D. AMENDED to change frequency from 730 to 970 kc.

AM—550 kc

The Shawano County Leader Pub. Co., Shawano, Wis.—CP new standard station 550 kc 100 w-N 250 w-D unl. AMENDED to change power from 100 w-N 250 w-D to 250 w-D and change hours from unl. to D.

AM—1570 kc

West Allis Bcstg. Co., West Allis, Wis.—CP new standard station 1600 kc 1 kw D. AMENDED to change frequency from 1600 to 1570 kc, power from 1 kw to 250 w and type trans.

Modification of CP

KFPW-FM Fort Smith, Ark.—Mod. CP which authorized new FM station, to change frequency to Channel 239, 95.7 mc, ERP to 14 kw, ant. height above average terrain, make changes in ant. system and change commencement and completion dates.

FM—92.1 mc

Crescent Bay Bcstg. Co., Santa Monica, Calif.—CP new FM station (Class A) on Channel 221, 92.1 mc, ERP 600 w.

FM—107.5 mc

Radio St. Louis, St. Louis—CP new FM station (Class B) on Channel 298, 107.5 mc, ERP 66.4 kw.

License for CP

WFAS-FM White Plains, N. Y.—License to cover CP, as mod., which authorized new FM station.

Modification of CP

WREV Reidsville, N. C.—Mod. CP which authorized new FM station to change type station to Class B, frequency to Channel 271, 102.1 mc, specify type trans., trans. site, ERP as 1.8 kw and specify ant. system.

WHKB Columbus, Ohio—Mod. CP which authorized new FM station to change ERP to 15 kw, ant. height above average terrain and make changes in ant. system.

WNIQ Uniontown, Pa.—Mod. CP, as mod., which authorized new FM station to change trans. site, type trans., ERP to 2.1 kw, ant. height above average terrain, make changes in ant. system and change commencement and completion dates.

FM—105.9 mc

Northern Virginia Bcstrs. Inc., Arlington, Va.—CP new FM station (Class B) on Channel 290, 105.9 mc, ERP 13.7 kw.

TENDERED FOR FILING

AM—1410 kc

The Orange Belt Station, Arlington, Calif.—CP new standard station 1410 kc 250 w D.

Assignment of License

KERO Bakersfield, Calif.—Consent to assignment of license to Kern County Bcstrs.

SSA—1130 kc

KYOR San Diego, Calif.—Request for SSA for N operation (present operation D only) with 100 w on 1130 kc; period not to exceed 6 mo.

Assignment of License

KSDJ San Diego, Calif.—Consent to assignment of license to McKinnon Publications Inc.

AM—1470 kc

WMMW Meriden, Conn.—CP to change hours from D to unl., install DA-N and change trans. location.

(*Continued on page 74*)

Manager Reports

IT ISN'T OFTEN that a radio station manager goes on the air himself to report to the nation's listeners, but Jack Harris, general manager of KPRC Houston, did just that Sept. 28. Just returned from the NAB convention and the NBC affiliates meeting in Atlantic City, Mr. Harris explained in layman's language important developments that had occurred there, and then told of KPRC's plans for the fall and winter season. "I plan to make reports to our listeners at such times as KPRC has something to tell them—in the belief that station management actually has such an obligation to its listeners," Mr. Harris comments.

Heard by most . . .
Preferred by most
in the BUYING Ark-La-Tex

The Shreveport Times Station

KWKH
SHREVEPORT
50,000 WATTS
Represented by The Branham Co.

NAB Convention

(*Continued from page 20*)

settled, however. The shift from an autumn to a spring convention sharply cuts the time for arranging. While the board ordered a spring meeting in 1948, Article III of the new By-Laws merely requires that the secretary-treasurer call a convention for the week of Dec. 16-23 if a meeting has not been held by Dec. 1.

Favored time for the 1948 meeting is the first or second week of May. That's dependent on availabilities, of course. If the board can't get the site it wants at the time it wants, then another time must be selected, If it's earlier, the 1947 and 1948 meetings run too close. If later, the convention gets into summer months.

Entirely possible is another autumn convention next year, but only as an interim measure while arrangements are made for a spring meeting in 1949. That would throw the entire area-district meeting program out of gear, since these sessions are slated for autumn.

Also to be considered by the board committee is the matter of arranging convention programs. Many plans have been offered, including two-day agenda; limit on attendance to owners and managers; scheduling of clinics at district and area meetings; holding of equipment exhibit at a separate time; three regional instead of one national meeting.

The committee will have before it large numbers of complaints from broadcasters and related groups on the treatment accorded by Atlantic City hotels. The city Chamber of Commerce is investigating these complaints.

Boston TV Grant

A GRANT to Yankee Network for a new television station at Boston was issued by FCC last Thursday. The permit authorizes use of Channel 7 (174-180 mc) with 32.7 kw visual and aural power and antenna height 566 feet. The network, which is licensee of AM station WNAC Boston, estimated construction costs at approximately $280,250. It plans to operate the station 28 hours weekly.

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We pioneered this field and now serve Newspapers and Broadcasters nationwide. Write us for full details and quotations—or have your Broker do so.
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

GUY LOMBARDO, pen in hand, completes arrangements to do 156 transcribed programs over three-year period for Frederic W. Ziv Co. for a reported $468,000, plus a percentage of total sales to local and regional sponsors. With the noted band leader is John L. Sinn, executive vice president of Ziv.

Board

(*Continued from page 20*)

and commercial structure (see editorial, page 50). It is based on station logs. A second study has been started based on logs of last February. In the works is a large project, a continuing study of radio offerings correlated with public reaction. A study of the non-listener is now under way, with preliminary report in preparation. Up-to-date market data are planned, with more facts to be supplied for management.

Fulltime status has been given the FM Dept., with Arthur C. Stringer recently named director. The expansion conforms to NAB's policy of servicing all industry segments under one roof. Envisioned are television and facsimile departments offering similar aids to those broadcast branches. The FM Dept. has started a campaign of program improvement and strengthening of FM from a business standpoint. Management studies of individual stations, of which three have been made, will be continued. A formula for economical measurement of FM set ownership is being sought. FM duplication of network programs and more extensive daily schedules are fostered.

NAB's Public Relations Dept. has expanded with appointment of Robert K. Richards as director. Latest project was comprehensive servicing of newspapers and the trade press at the Atlantic City convention. The department is working on a series of projects, including a speakers' bureau, campaign to promote freedom of expression, encouragement of public relations on the community level and participation in National Radio Week. On the drafting board is a proposal to add a station relations executive to call on members and non-members alike in every state.

Interests of American broadcasters have been protected at the Atlantic City communications conferences by Royal V. Howard, named director of the Engineering Dept. last spring. As a technical adviser and observer he has taken active part in the meetings. Besides customary engineering activities, the department revived the recording and reproducing standards project, held up by the war. New technical reports are projected for stations.

Activity in the international field has developed swiftly in the last year, leading to suggestion that an International Dept. be formed to handle such subjects as treaty making; international associations, of which there are several; observation of worldwide communications developments, and participation in national organizations active in international projects.

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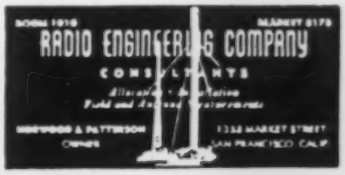

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Hon. Ray Nelson
Charles M. Storm Co.
New York, N. Y.
Dear Ray:
Did you see the booklet CBS put out about WCHS an' their School o' the air promotion . . . Come across it th' other day thumbin' through the boss's mail . . . Tells how this teacher wrote lot's a nice things about the school . . . WCHS goes in big for that promotion stuff . . . gives prizes away . . . This teacher won a trip to New York. Goin' to be another contest this year . . . Goin' to need everyone o' them 5000 watts to tell about this one . . . But you can bet if WCHS does it Charleston 'll know about it . . . Wish'd we'd a' had Schools o' the air in my day. Who know's I might a' gone into higher edication . . . mebbee clear to the 5th grade.

Yrs.
Algy

WCHS
Charleston, W. Va.

FCC Actions

(Continued from page 72)

Applications Cont.:

Transfer of Control

WGIL Galesburg, Ill.—Consent to transfer of stock owned by O. N. Custer and S. Nirdlinger, in licensee corporation to Galesburg Printing Co.

AM—1330 kc

Nahaska Bcstg. Co., Oskaloosa, Iowa—CP new standard station 1330 kc 500 w D.

Modification of CP

WWEZ New Orleans—Mod. CP increase power from 1 kw to 5 kw, install DA-DN, change hours operation from D to unl., install new trans. and change trans. location.

Assignment of License

KOLE Port Arthur, Tex.—Consent to assignment of license to Mary A. Petru and Socs M. Vratis, partnership d/b as Port Arthur Bcstg. Co.

Modification of CP

KVI Tacoma, Wash.—Mod. license to change main studios from Tacoma, Wash. to Camlin Hotel, Seattle, Wash.

October 1 Applications . . .

ACCEPTED FOR FILING

AM—1340 kc

WGAA Cedartown, Ga.—CP install new vertical ant. and mount FM ant. on AM tower, and to change trans. location.

AM—1600 kc

University City Bcstg. Corp., Urbana, Ill.—CP new standard station 1600 kc 250 w D.

AM—1520 kc

Coastal Bcstg. Co. Inc., Bay Shore, N. Y.—CP new standard station 1520 kc 250 w D. Contingent upon WKBS being granted change of facilities.

Modification of CP

WKRT Cortland, N. Y.—Mod. CP which authorized new standard station to change hours from D to unl, change 1 kw to 500 w N 1 kw D and install DA-N.

WGIV Charlotte, N. C.—Mod. CP which authorized new standard station for approval of ant. and trans. location.

AM—880 kc

WPTF Raleigh, N. C.—CP make changes in DA and mount FM ant. on top of AM tower.

Modification of CP

WFRC Reidsville, N. C.—Mod. CP as mod. which authorized new standard station for extension of completion date.

WEEB Southern Pines, N. C.—Mod. CP which authorized new standard station to change type trans. for approval of ant. and trans. location and to change studio location.

KDUR Durant, Okla.—Mod. CP as mod. which authorized new standard station for extension of commencement and completion dates.

AM—830 kc

WEEU Reading, Pa.—CP to install new trans.

Modification of CP

WITA San Juan, P. R.—Mod. CP which authorized new standard station to make changes in vertical ant. and change trans. location.

AM—850 kc

Harbenito Bcstg. Co., Harlingen, Tex.—CP change frequency from 1240 to 850 kc, increase 250 w to 5 kw, install new trans. and DA-DN and change trans. location.

Modification of CP

KTEM Temple, Tex.—Mod. CP as mod. which authorized installation of new trans., new vertical ant. with FM ant. mounted on top, changes in ground system and trans. location, for extension of completion date.

Assignment of CP

WVMA Manchester, N. H.—Voluntary assignment of CP which authorized new FM station, to N. H. Bcstg. Inc.

Modification of CP

WBT-FM Charlotte, N. C.—Mod. CP as mod. which authorized new FM station for extension of completion date.

TV—82-88 mc

Balboa Radio Corp., San Diego, Calif.—CP new commercial television station on Channel 6, 82-88 mc, power vis. 5 kw aur. 2.5 kw. and unl.

Remote Pickup

National Bcstg. Co. Inc., Cleveland—CP new remote pickup station on 153.11 mc, 45 w and hours in accordance with Sect. 4.403, emission special FM. AMENDED to change frequency from 153.11 to 152.93 mc.

License for CP

National Bcstg. Co. Inc., Cleveland—License to cover CP which authorized new remote pickup station. AMENDED to change frequency from 153.11 to 152.93 mc.

TENDERED FOR FILING

AM—1150 kc

Middlesex Bcstg. Co., Middletown, Conn.—CP new standard station 1150 kc 500 w D.

Modification of CP

WISL Shamokin, Pa.—Mod. CP to make changes in DA-N.

SSA—1130 kc

WCAR Pontiac, Mich.—Request for SSA to operate from 7 a.m. (EST) to local sunrise with 250 w for period beginning Nov. 1, 1947, through Feb. 28, 1948.

October 2 Decisions . . .

BY COMMISSION EN BANC

FM Grants

Authorized cond. grants for five Class B FM stations. Also issued CPs for four Class A and five Class B stations; CPs for one Class A and 13 Class B issued in lieu of previous cond. See story this issue.

Assignment of Permit

KSBS Kansas City, Kan.—Granted consent to assignment of FM permit from Harry Butler and Harry Scherzer doing business as Sunflower Bcstg. System to Sunflower Bcstg. System Inc.; no money.

TV—174-180 mc

Yankee Network Inc., Boston—Granted CP new commercial TV station, Channel 7, 174-180 mc, vis. power 32.7 kw, aur. 32.7 kw; ant. 566 ft.

Assignment of Permit

KWBU Corpus Christi, Tex.—Granted consent to assignment of permit from Century Bcstg. Co. to Baylor U. (presently owner of 50% of stock) for consideration of $114,997 for remaining 50% of common voting stock.

Transfer Control

WRFW Eau Claire, Wis.—Granted consent to transfer of control over Chippewa Valley Radio and Television Corp., permittee of WRFW, by transfer of 30% of stock from John I. Kaiser to Keith Werner for consideration of $1,668.75.

KGIL San Fernando, Calif.—Granted consent to involuntary transfer of control over KGIL, arising out of death of C. P. M. Allen.

KDAL Duluth, Minn.—Granted consent to transfer control by gift of stock from father to son.

SSA Denied

KCLE Cleburne, Tex.—Denied request for SSA to operate from regular sign-off time to approximately 10 p.m. (CST) on specified nights up to and including 11-28-47, since it appears that proposed operation would cause severe interference to secondary service area of KMOX St. Louis.

KELP El Paso, Tex.—Denied requests for SSA to operate after sunset with 500 w on certain nights up to and including 12-6-47, since it appears that proposed operation would increase RSS limitation under both NARBA and Commission standards, to XEBH Hermosillo, Sonora.

KBKI Alice, Tex.—Denied request for SSA to operate on specified nights from 7:30 p.m. until 11 p.m. since it appears that proposed operation would cause severe interference to secondary service area of KNX Los Angeles.

October 2 Applications . . .

ACCEPTED FOR FILING

AM—1270 kc

Radio Calumet Inc., Gary, Ind.—CP new standard station 1270 kc 500 w D. AMENDED to change power from 500 w D only to 1 kw; hours from D to unl., install DA-DN (DA-2), change trans. and studio locations.

Modification of CP

KSIM Sikeston, Mo.—Mod. CP which authorized new standard station to change type trans. and for approval of ant., trans. and studio locations. AMENDED to make changes in ant. and change trans. and studio locations.

WSTS Southern Pines, N. C.—Mod. CP, as mod., which authorized new standard station to change type trans.

AM—1340 kc

Sayre Printing Co., Sayre, Pa.—CP new standard station 1340 kc 250 w unl. AMENDED to change 250 w to 100 w and change type trans. and change n stockholders.

APPLICATION RETURNED

AM—1250 kc

Public Service Bcstg. Co., Seattle, Wash.—CP new standard station 125 kc 1 kw, share time with KTW. Contingent upon KWSC being grante change of frequency. RETURNED Sept 30.

APPLICATION DISMISSED

Remote Pickup

Sunbury Bcstg. Corp., Sunbury, Pa.—CP new remote pickup station on 1 mc, 50 w, emission special for FM an

Sunoco Show Dedicated To Impartial Reporting

At the initial broadcast (l to r) Messrs. Brooks, Henle and Morley.

* * *

AN APPEAL for impartial and wholly objective news reporting on the air was broadcast last Monday by J. N. Pew Jr., chairman of the board of Sun Oil Co. Speaking over NBC, Mr. Pew introduced the new Sun program, *Sunoco 3-Star Extra*, with Ray Henle, Felix Morley and Ned Brooks, who are presenting separate, specialized reports in the 6:45 p.m. time occupied by Lowell Thomas for 15 years. Fred Morrison and Frank Hanighen, Washington correspondents, round out the team of news specialists for the show.

"Just as today's splendid, factual newspapers evolved from the pamphlets of opinion years ago," said Mr. Pew, "we believe that the time has come for an adequate and well-edited factual newspaper of the air—a front page of the day's events." The program was broadcast from Washington's Statler Hotel before a gathering of Capital newsmen and celebrities.

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NOW 1000 WATTS
SOON 5000 WATTS
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hours in accordance with Sec. 4.403. DISMISSED at request of attorney, Sept. 29.

TENDERED FOR FILING

Assignment of License

KSON and KSON-FM San Diego, Calif.—Consent to assignment of license of AM station and CP of FM station to Studebaker Bcstg. Co. Inc.

AM—1290 kc

WCCP Savannah, Ga.—CP to change frequency from 1450 to 1290 kc, 250 w to 5 kw, install new trans. and change trans. location and install DA-N. Contingent on WTOC changes in facilities.

AM—1340 kc

KVER Albuquerque, N. M.—Mod. CP to change frequency from 1490 kc to 1340 kc.

AM—1230 kc

KWEW Hobbs, N. M.—CP change frequency from 1490 to 1230 kc, 100 w to 250 w (request facilities to be vacated by KCRS).

Hearings Before FCC . . .

OCTOBER 8

First Argument

Van Curler Bcstg. Corp., Albany, N. Y.—CP 1460 kc 5 kw unl. DA-N.

The Joseph Henry Bcstg. Co. Inc., Albany, N. Y.—CP 1460 kc 5 kw unl. DA-DN. Also for license to operate present facilities of WOKO: 1460 kc 500 w-1 kw-LS unl.

Governor Dongan Bcstg. Corp., Albany, N. Y.—CP 1460 kc 5 kw unl. DA-DN

Second Argument

KMED Medford, Ore.—Assignment of license and CP from Mrs. W. J. Virgin to Gibson Bcstg. Co. or Medford Radio Corp.

Third Argument

WJIM Lansing, Mich.—CP 550 kc 1 kw unl.

WKRC Cincinnati—CP 550 kc 5 kw unl.

Fourth Argument

Norfolk Bcstg. Corp., Norfolk, Va.—CP 1220 kc 250 w D.

Tidewater Bcstg. Corp., Norfolk, Va.—CP 1230 kc 100 w unl.

Fifth Argument

WORL Boston—Petition for reconsideration on rehearing.

Oral arguments will be held before Commission in Room 6121, FCC Hdqtrs., 9:30 a.m.

OCTOBER 9

First Argument

WCPO Cincinnati—CP 630 kc 1 kw-N 5 kw-D unl.

Queen City Bcstg. Inc., Cincinnati—Same.

WLAP Lexington, Ky.—Same.

Second Argument

Coast Ventura Co., Ventura, Calif.—CP 1450 kc 250 w unl.

Ventura Bcstrs. Inc., Ventura, Calif.—Same.

Third Argument

Homer Rodeheaver, Fort Wayne, Ind.—CP 1450 kc 250 w unl.

Community Bcstg. Corp., Fort Wayne, Ind.—Same.

Radio Fort Wayne Inc., Fort Wayne, Ind.—Same.

Fourth Argument

Lycoming County Bcstg. Co., Williamsport, Pa.—CP 1340 kc 250 w unl.

Williamsport Radio Bcstg. Assoc., Williamsport, Pa.—Same.

Oral arguments will be held before Commission in Room 6121, FCC Hdqtrs., 9:30 a. m.

OCTOBER 10

First Argument

Patrick Joseph Stanton, Philadelphia area—Class B FM.

The Traveler's Bcstg. Service Corp., Bridgeport, Conn.—Same.

Harry F. Guggenhein, Bridgeport, Conn.—Same.

Harold Thomas, Bridgeport, Conn.—Same.

The Bridgeport Herald Corp., Bridgeport, Conn.—Same.

The Fairfield Bcstg. Co., Danbury, Conn.—Same.

Third Argument

United Bcstg. Co., Cleveland—Class B FM.

National Bcstg. Co., Cleveland—Same.

WJW Cleveland—Same.

UAW-CIO Bcstg. Corp. of Ohio, Cleveland—Same.

WGAR Cleveland—Same.

Scripps-Howard Radio Inc., Cleveland—Same.

Telair Co., Cleveland—Same

Cleveland Bcstg. Co., Cleveland—Same.

Allen T. Simmons, Akron, Ohio—Same.

Summit Radio Corp., Akron, Ohio—Same.

Elyria-Lorain Bcstg. Co., Elyria, Ohio—Same.

Oral arguments will be held before Commission in Room 6121, FCC Hdqtrs., 9:30 a.m.

OCTOBER 13

Oral argument in matter of amendments to rules and regulations governing sharing of television channels and assignment of frequencies to television and non-government fixed and mobile services.

OCTOBER 20

Hearing in matter of clear channel broadcasting in standard band.

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Baylor Acquisition of KWBU Granted; FCC Also Approves Four Other Deals

(Other transfer story on page 33)

ACQUISITION of full control of KWBU Corpus Christi, Tex., by Baylor U. through purchase of remaining half interest at $114,997 was approved last week by FCC. At the same time consent was given to transfers of three other standard stations and an FM station.

The Corpus Christi transaction involves transfer of control of Century Broadcasting Co., KWBU licensee, to Baylor U. and simultaneous assignment of the station's outstanding construction permit and special service authorization from Century to the Baptist university. The CP is for switch from 1010 kc to 1030 kc with 50 kw day, 10 kw night, directional fulltime. The KWBU application for the 1030 kc facility is being held by FCC until the clear channel question is settled.

Baylor Buys All

Baylor U., now half-owner, purchases the entire holdings of the other stockholders: Crazy Water Co., 250 shares; Pat and Mike O'Daniel, 130 shares each; Fidelity Union Life Insurance Co., 140 shares, and James M. Collins, 100 shares. Carr P. Collins Sr., president of Century Broadcasting, is chairman of the board of both Fidelity Union and Crazy Water. Carr P. Collins Jr., vice president, is director of Crazy Water, and L. L. Waller, treasurer, also is treasurer of Fidelity Union.

WREW Eau Claire, Wis., was granted transfer of control through sale by John I. Kaiser of his 30% interest at cost, $1,668.75, to Keith Werner. Mr. Kaiser withdraws to devote time to other interests. Mr. Werner, secretary-treasurer, who already held 25% interest, sells one-fifth of that holding to Thomas K. Werner, president, for $1.00 and "other good and valuable consideration." The new ownership: T. K. Werner, 10%; William J. Kutsch, vice president, 16%; Keith Werner, 50%; William E. Keefe, 16%, and James A. Riley, 8%. Station is assigned 1 kw day on 1050 kc.

KGIL San Fernando, Calif., was granted involuntary transfer of control from C. P. M. Allen, deceased, to Helen Ruth Allen, his wife, who is both executrix and chief beneficiary of his estate. Mr. Allen was secretary-treasurer and 56.4% owner of KGIL. No money is involved. KGIL is assigned 1 kw on 1260 kc.

Other Transactions

Commission also approved transfer of control of Red River Broadcasting Co. Inc., licensee of KDAL Duluth, Minn., from Charles LeMasurier to his son, Dalton LeMasurier through the gift of 100 shares (40%). Dalton LeMasurier, licensee of KILO Grand Forks, N. D., already holds one-half interest in KDAL and is general manager. Charles LeMasurier has retired. KDAL facilities are 1 kw on 610 kc.

Incorporation of FM station KSBS Kansas City, Kan., also was granted. Former Co-partners Harry Butler and Harry Scherzer are president and vice president respectively of the new firm. Each holds 49.7% interest. Other officers: Gladys Butler, secretary, and Marie Scherzer, treasurer. KSBS is assigned Channel 290, 105.9 mc, 43 kw effective radiated power.

FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows: Standard stations—1,404 licensed, 468 construction permits, 706 applications pending (of which 371 are in hearing); FM — 59 licensed, 897 conditional grants, 686 CPs (part of CPs come from conditional grants, others from hearing proceedings), 132 applications pending (83 in hearing); television — six licensed, 62 CPs, 16 applications pending (three in hearing); noncommercial educational FM — six licensed, 36 CPs, six applications pending.

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WASHINGTON, N. C.

1000 WATTS 880 KC
CLINTON, N. C.

Eastern North Carolina is the "as good as gold" market, where last year's bright leaf tobacco crop alone sold for $245,459,006. This rich 31-county market is the primary daytime listening area of WRRF and WRRZ.

In addition to reaching the 922,353 persons living in this prosperous market, there is a large "bonus" audience in the secondary area. For speedy results in the "as good as gold" market, use WRRF, Washington, N. C., and WRRZ, Clinton, N. C.

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Washington, North Carolina
National Radio Representatives
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NEW YORK • CHICAGO • LOS ANGELES

The Swing is to WHB in Kansas City

WHB
Kansas City

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COMING! • FULL TIME
• 5000 WATTS
• 710 KILOCYCLES

Late Subscribers Swell BMB to 455

MBS Only Major Network That Has Not Yet Applied

LAST WEEK IN September brought 154 subscriptions to BMB from stations rushing in their contracts for the continuing service under the new 15-point plan to get in on the 10% discount on their first year's fees. BMB discount goes to all subscribers getting their orders in before Oct. 1. Total station subscriptions received by that date were 455.

BMB also received subscriptions from three of the four nationwide networks—ABC, CBS and NBC—but acceptance of these is being withheld pending receipt of one from Mutual by agreement of the three networks and BMB in an effort to win the united support of all four, BMB President Hugh Feltis stated. This action is in line with a basic BMB principle of uniform station and network coverage, determined by the entire industry and applicable to all stations and networks, he said. It is understood that ABC and NBC have expressed willingness to make their subscriptions binding if CBS comes in too, but that all would prefer to have it a four-network deal. In any event, when their contracts are finally made firm the three networks submitting them before Oct. 1 will be entitled to the 10% discount.

The network contracts cover their owned and operated stations as well as the networks themselves, BMB reported. In the regional network field, the Arrowhead Network has joined the New England regional as a BMB subscriber.

Paul West, president of the Assn. of National Advertisers and vice chairman of BMB, when told of the situation, commented: "BMB as an organization has almost limitless opportunities to serve broadcasters as well as advertisers and agencies. Its strength lies in its subscribers. Subscribing to BMB does not limit in any way a station's or network's individual research activities. In fact, BMB data can supplement an individual station's research findings and vice versa, making each more valuable. It will be to each station's and network's own individual benefit to subscribe to BMB."

Mr. West

Frederic Gamble, president of the American Assn. of Advertising agencies and also a vice chairman of BMB, said: "The AAAA welcomes this evidence of continuing interest and support by broadcasters of BMB as a sound tripartite effort in developing uniform station and network research measurements. Because the more broadcasters who support BMB the greater BMB's value to the industry, we sincerely hope all stations and networks will want to subscribe."

Mr. Gamble

Justin Miller, NAB president, was on his way to the West Coast and could not be reached for comment, but BMB pointed out that the influx of subscriptions is in line with the resolution of the NAB board on Sept. 18 "that NAB urge all its members to subscribe immediately to BMB."

Mutual's holdout is no effort to break BMB but this network is waiting for a report on the investigation of its engineering coverage technique by the BMB technical committee, according to Edgar Kobak, MBS president. He expressed the belief that BMB's costs are too high and that its methods can be improved, perhaps by adopting the method developed by Mutual in all or part.

New BMB subscribers not previously announced are:

WGNH WALA WSFA KECA KNX KEEN KGO KPO KOA KVOD WICC WDRC WONS WTIC WRC WTOP WMFJ WJAX WQAM WDBO WGST WGAU WRDW WTNT WROM WPAX KDSH KIDO WIBV WBBM WENR WJJD WMAQ WDAN WJPF WLDS WSIV WGBF WFTW WOWO WFBM WOI KCRG KSO WKBB KFJB KGLO KWAL KXEL KSAL WREN KALB KPRD KPLC KMLB KRMD WMTW WAGM WTVL WBOC WBZ WEEI WGTR WNAC WAAB WXYZ WKNX WSOO WEBC WMFG WCCO KFAM KTRF WHLB KRRB WRBC WHB KRES KMOX WMNE WHEB KOAT KFUN KRTN WMBO WENY WWSC WJTN WCBS WJZ WNBC WGNY WKIP WHAM WNDR WGWR WBBB WDNC WFLB WFNC WFMR WLOE WEED WGTM KFYR WICA WTAM WHKC WCOL WFIN WTOL KOMA KTOK KTUL KVOO KEX WAZL WJAC KYW KDKA WCAE WSCR WSBA WFCI WEAN WAIM WHAN WKIX WJMX WGBC WORD KABR WJJM KRBC KRBC-FM WBAP KUTA WDVA WFTR WLVA KVOS KRKO KOMO KPO WVIR WCHS WHAR WHTN WSAX WEPM WOAY WEAU WJMC KWYO.

MAN WANTED!

Duluth, Minn.—An experienced radio man is needed to help Otto Mattick make his 3-state survey of KDAL's new 5000 watt coverage. The lucky man will be allowed to use Otto's slush-pumperator with the special skor motion.

Otto says, "Those guys at KDAL must be nuts to think this is a one man job. Have they forgotten they have 5000 watts at that blessed 610 frequency?"

Don't wait for over-worked Otto contact Avery-Knodel and find out that only the snow in winter out-covers KDAL in the north country.

45-Day FM

JUST 45 days after filing application at FCC, WKBR-FM Manchester, N. H., on Oct. 1 received special temporary authorization to commence operation on Channel 261, 100.1 mc, with 250 w. Conditional grant was received in late September. Gov. Charles Dale and Sen. Styles Bridges of New Hampshire were to participate in FM dedication ceremonies. The FM outlet's sister station, WKBR Manchester, began broadcasting a year ago. Granite State Broadcasting Co. is owner.

Radio Touches Off Campaign for Food

Truman, Marshall and Luckman Speak on Four Networks

EMERGENCY campaign to conserve American food supplies to permit greater aid to Europe during the winter was formally opened last night with a kickoff broadcast at 10:30 p.m. on all four major networks. President Truman, Secretary of State Marshall and Charles Luckman, Lever Bros. president and chairman of the special Citizens Food Committee, were scheduled to appear on the broadcast.

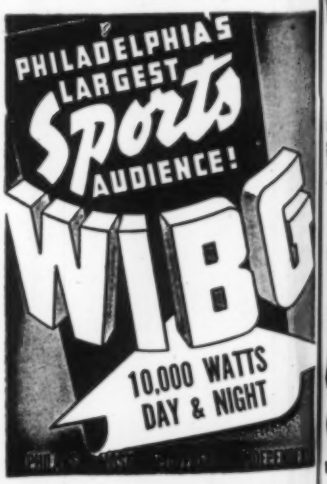
Mr. Luckman

First session of the full committee was held Wednesday. A. D. Willard Jr., NAB executive vice president, represented the broadcasting industry, appearing for President Justin Miller who is on the West Coast. President Truman, Mr. Luckman and Cabinet members outlined the problem.

With time a critical factor, Mr. Luckman already had started screening media campaigns submitted by the six Lever advertising agencies as well as by networks and other individual companies. Special media committees are to be named to handle the whirlwind campaign to bring public support to the project, which is entirely voluntary.

Members of the broadcast committee had not been named Thursday night but early action was expected. The broadcast phase of the drive is to bring facilities of all networks and stations into action. Media activities probably will come under the over-all guidance of the Advertising Council, with the separate media committees planning the details.

At a news conference Wednesday Mr. Luckman reviewed the need for quick action and outlined the general conservation program.



Union Picks WARL For Taft Act Test

Regional Board Dismisses IBEW Plea; Now Up to NLRB

FIRST TEST CASE on anti-Communist provisions of the Taft-Hartley Act developed after AFL International Brotherhood of Electrical Workers petitioned for an election at WARL Arlington, Va. Since the top officers of this union have not signed affidavits that they are not Communists, the Baltimore regional office of the NLRB followed General Counsel Robert N. Denham's ruling that the union could not use the services of the board and dismissed the union's plea.

Union officers then appealed the case to the board as a whole. Meanwhile WARL officials maintain the position of "innocent bystanders" while union and NLRB officials decide the outcome. Frank U. Fletcher, station secretary, said the employes had made no demands on the station, except to ask for an election to determine the bargaining agent.

Labor and management officials throughout the nation are awaiting the decision with marked interest as a guide to future actions. There are signs that the Board will not rule until AFL and CIO conventions opening this week have taken a stand on signing the affidavits.

NBC Raises Shelby

APPOINTMENT of Robert F. Shelby, former technical development director, NBC Engineering Dept., as director of NBC's video engineering operations, was announced Sept. 26 by Frank E. Mullen, executive vice president. Mr. Shelby will report to Noran E. Kersta, NBC television operations director, and co-ordinate plans for video expansion with O. B. Hansen, vice president and chief engineer. George M. Nixon, formerly assistant director, succeeds Mr. Shelby.

WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mgr. Director N.Y.19

FOR THE OUTSTANDING contribution of WRVA Richmond to the promotion of highway safety Gov. William Tuck (c), presents the station with a certificate of achievement and merit from the Commonwealth of Virginia. Attending the ceremonies were (l to r): E. H. Williams Jr., executive director of Governor's Highway Safety Committee; C. F. Joyner, commissioner, Virginia Division of Motor Vehicles; Governor Tuck; C. T. Lucy, WRVA general manager; Sam Carey, WRVA program service manager.

WSYR-FM QUITS FMA DUE TO POLICY QUARREL

WSYR-FM Syracuse has resigned from FM Assn. on the ground that the new Board of Directors will not correct policies to which the station objects, Lansing B. Lindquist, manager, has notified FMA President Everett Dillard.

The station points out that it joined FMA originally "with the thought that it would become a national promotion device for FM. Instead, it has become a trade organization per se, and we do not concur with many of the methods used by the Executive Council of the group. We believe it could serve a useful purpose promotion-wise, but that it has not done so; and we do not expect it to do so in spite of Mr. Dillard's leadership."

Plan to Create Three Grades Of Operators Due for Review

AN FCC COMMITTEE's report on the proposed creation of three grades of broadcast operators licenses [BROADCASTING, Aug. 4] probably will be ready for filing with the Commission late this month or early in November, authorities reported last week after the committee spent two days in closed session hearing "outside" reaction to the plan.

NAB went on record as approving the plan "in principle" but suggested several changes, while representatives of three unions which would be affected reportedly challenged the plan for fear that too great a relaxation of present operator standards might be involved. FCC Chief Engineer George Sterling, who presided, asked both the unions and the NAB to submit additional information within the next two weeks.

NAB Engineering Director Royal V. Howard recommended that a "grandfather clause" be added to the proposed change, to provide for automatic renewals of all present radiotelephone licenses in one of the three new categories.

This suggestion contemplates that holders of first-class tickets who have five or more years of broadcast experience would automatically receive renewals at the top level of the proposed new structure, as Broadcast Engineer Operators. First-class operators lacking these requirements would be licensed as Broadcast Technician Operators, while holders of second-class operator licenses would be licensed as Broadcast Radio Operators.

NAB also proposed that lifetime licenses be given to holders of first-class tickets with 10 or more years' experience, and that it be made clear that so long as a station employs a qualified operator it need not designate him chief engineer, technical supervisor, etc.

The unions represented were American Communications Assn., International Brotherhood of Electrical Workers, and National Assn. of Broadcast Engineers and Technicians.

The ACA delegation included Victor Rabinowitz, counsel; Geraldine Shandros, legislative representative, and other representatives from New York, Philadelphia, and Buffalo. Freeman L. Hurd of Washington headed the IBEW group, which included representatives from New York, St. Louis, Baltimore, Birmingham, and Charlotte. A. L. Powley, president, and M. F. O'Donoghue, counsel, participated on behalf of NABET.

The NAB group included Mr. Howard; Bryce Rea, attorney, and J. Allen Brown, assistant director of broadcast advertising. NAB's Radio Operators License Requirements Committee is headed by T. A. M. Craven, WOL Washington, and includes Wayne Cribb, KHMO Hannibal, Mo.; Robert Mason, WMRN Marion, Ohio; Marshall Pengra, WBOM Oak Ridge, Tenn.; Vernon Story, WBCC-FM Bethesda, Md.; Orrin Towner, WHAS Louisville.

The FCC committee included Mr. Sterling; George MacClain, law department; George K. Rollins, head of the new Radio Operator & Amateur Division, Engineering Dept.; Ivan Loucks, also of the operator division; Miss Jennie Newsome and Dallas Smythe, accounting department.

YOUR DOLLAR BUYS MORE THAN BEFORE
in the BEST BALANCED MARKET in the U. S.

whbc
CANTON, OHIO
now
OPERATING ON
5000
WATTS • FULL TIME

21,019 RETAIL STORES
$882,318,223 IN SALES
1,791 MANUFACTURING FIRMS
$1,417,244,944 VALUE IN PRODUCTS
50,540 FARMS
$93,684,410 FARM PRODUCTS SOLD
SOURCE— 1945 CENSUS

whbc
BASIC MUTUAL Plus ABC Features • Basic ABC Full Schedule 3-1-48
REPRESENTED by Rambeau
CANTON, OHIO
The Best Balanced Market in the United States

Ever see a Spartan sell Tractors?

Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour". The average price of these 57 tractors and automobiles was $1500. Total sales: $85,500.

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

WFMJ SELLS The Rich Mahoning Valley

AND HERE'S WHY!
THERE'S MORE "SETS IN USE"
An Average of 45% More Than National Average
•
Youngstown Ratings of Network Shows Average 100% Higher
•
A Greater Audience at Lower Cost
Ask HEADLEY-REED

WFMJ
The ABC Station For YOUNGSTOWN, OHIO

WBAL Case Continued; FCC Issues a Speed-Up Warning

A MONTH's continuance of the long-pending hearing on WBAL Baltimore's renewal bid and the application of Drew Pearson & Robert S. Allen for the station's clear-channel facilities was allowed by FCC last week, but with a warning that further delays will not be countenanced.

The hearing, to have started today (Monday), was postponed to Nov. 3 on petition of WBAL, which had asked for a 60-day delay on grounds that it had been unable to complete preparation of its case.

FCC Comr. Rosel H. Hyde, who heard the postponement plea Tuesday as presiding officier designated for the hearing, insisted that "long delays" serve neither public interest nor the applicants, and cautioned both sides that if they come up to the new hearing date unprepared, then "the responsibility will just have to rest with" them.

William J. Dempsey of the Washington law firm of Dempsey & Koplovitz, defending the Hearst station's request for more time, pointed out that "responsible personnel" of WBAL had been engrossed for several months with moving the station into new quarters and with getting its television affiliate ready for operation, with the result that they had not had sufficient time to devote to the renewal case.

Cites Time Length

To Comr. Hyde's observation that a lengthy delay would not serve the public interest, Mr. Dempsey replied that for eight months the case was seemingly of "so little" public interest that "the Commission didn't even put out issues on it." He pointed out that WBAL's renewal application was designated in February 1946 as a hearing case but that the issues on which the hearing would turn were not announced by FCC until the following November. The hearing date, he noted, was postponed "several times" on the Commission's own motion.

WBAL's plea for continuance was filed immediately after the Court of Appeals for the District of Columbia denied, on Sept. 26, the station's petition for a stay order enjoining FCC from proceeding with the hearing. This petition was coupled with an appeal, still pending, from the U. S. District Court for D. C.'s dismissal of the WBAL suit seeking to force FCC to "correct" its Blue Book's references to the Baltimore station before going ahead with the renewal proceedings [BROADCASTING, July 7].

Both Comr. Hyde and FCC General Counsel Benedict P. Cottone noted that WBAL had known since July that the hearing was scheduled for Oct. 6, and questioned the late date of the plea for continuance. Mr. Dempsey contended that the pendency of the petition for a stay order, coupled with the fact that a similar order had at one time been issued by District Court, made it appear inadvisable to apply for postponement while the request for stay order remained unanswered.

Marcus Cohn of the firm of Cohn & Marks, representing Messrs. Pearson & Allen's Public Service Radio Corp., said his clients preferred to go ahead with the hearing but that they wanted WBAL to have "every opportunity" for preparation so there could be no claim of insufficient time. He suggested, however, that the continuance be cut from the requested 60 days to 30.

Mr. Dempsey said that, barring some development "which I can't envision happening," WBAL could be ready in 60 days but that he felt its preparation would be "seriously prejudiced" by any postponement substantially less than that. He indicated, however, that WBAL would "do our best" to meet the new deadline.

Says WBAL Had to Move

Comr. Hyde said he felt the lack of preparation was "largely due to the way applicant has chosen to conduct his business." His reference was to the station's continued attention to moving into new quarters and its television installation when it was known that the hearing was coming up. Mr. Dempsey reiterated that WBAL had no choice but to move into new quarters and that it considered the offering of television service to be an important contribution to public interest. Comr. Hyde conceded that "problems" were involved, but insisted that he felt the hearing should not be delayed "a day longer than necessary."

WBAL is one of the stations cited in FCC's Blue Book for purportedly high percentages of commercial time. The station claims the references are "false, distorted and misleading" and that they prejudice its chances of a fair hearing unless first corrected." WBAL also contends that Messrs. Pearson & Allen's application for the station's 50-kw, 1090-kc facilities was prompted by the Blue Book references and that without them the station would have been granted renewal without hearing.

K-F Renews

KAISER-FRAZER Co. through Swaney, Drake & Bement Inc., Chicago, is renewing current $500,000 spot campaign on over 200 stations in all markets where dealer-distributor franchises have been contracted. Agency indicated that Kaiser-Frazer will use every 50 kw station in the country where time is available. Campaign will run for 26 weeks, using average of three ET spots daily on all stations. Few station changes have been made from original schedule [BROADCASTING, Aug. 26].

WFIL ESTABLISHES N. Y. SALES OFFICE

WFIL Philadelphia has established a New York City sales office at 1 W. 42d Street, according to an announcement by Roger W. Clipp general manager of WFIL Stations.

The office will be under supervision of John E. Surrick, sales manager of WFIL Stations. The office will handle business for both WFIL and WFIL-TV. "We especially look forward to furnishing the prospective television advertiser with prompt and comprehensive information on every phase of television time-buying," Mr. Surrick said.

Direct telephone tie-lines will lead in to the station's Philadelphia headquarters. New York number is PEnnsylvania 6-1100. The office's activities will also be coordinated with the Katz Agency offices 500 Fifth Ave.

"VIC" DIEHM SAYS:

Am I BOASTING?

Perhaps—but $55,000,000 is earned yearly in this rich Anthracite area of North Eastern Pennsylvania and it's all spent right here in WAZL'S coverage area. Our 90% listening audience is a buying audience. Direct Sales Gains are the results of your WAZL advertising dollar.

Contact us; or
Radio Advertising Co.
521 Fifth Ave.,
New York City

AFFILIATED WITH NBC - MBS

WAZL THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

Established 1932 - Hazleton, Pa.

MILLER SAYS CITIES, TOO, LOSING RIGHTS

CITIES are being crowded out of their inherent rights by Federal bureaucracy, just as broadcasters are being regulated beyond freedoms guaranteed by the Constitution, NAB President Justin Miller told the National Institute of Municipal Law Officers in an address delivered last Monday in Los Angeles.

"At the point where regulation by Government constitutes an abridgment of either press or speech, the power of Congress under the commerce clause ceases," Judge Miller said.

Broadcasters are becoming increasingly conscious of their civic responsibilities, he told the institute, "and are not only willing but anxious to cooperate with local government officials in all movements for the welfare of their municipalities." He referred to the 109 broadcast stations licensed to cities, educational institutions and religious groups as evidences of the common problem and the common interest in education.

Judge Miller drew an analogy between municipal and radio problems of traffic regulation, urging consideration of problems such as location of transmitter towers in over-all city planning and zoning. He said any such plan "should contemplate not only proper facilities and safeguards for aviation, but also the placement of towers for broadcasting. This becomes more and more important as FM and television stations increase. These short-range broadcasting facilities call for more and more towers in each community. With the coming of facsimile and ultrafax there will be even greater need for such facilities."

Cold Tablets Drive

GROVE Laboratories Inc., St. Louis, soon will begin a national campaign with extensive use of radio to reintroduce Bromo Quinine cold tablets to the market after an absence of six years. The tablets will be distributed nationally about Dec. 1. Duane Jones Co., New York, is the agency.

Reduce Spots to 50 Seconds in Length To Meet 3-Minute Rule, Says Wheeler

By Clarence Wheeler, Vice President
WHEC Rochester

TIMEBUYERS, spot advertisers and stations doing business with them are properly concerned over the fact that the "three-minute rule" in the new code will drastically cut down announcement availabilities. Ted Streibert of WOR expressed the problem clearly at the Thursday morning code session at Atlantic City when he observed that under this rule we would no longer be able to run three one-minute transcribed announcements in a fourteen-minute, thirty-second participation program and then follow it with a station break.

Mr. Wheeler

This is a problem that affects affiliates and independents alike. We have a solution to offer. If Paul Raymer's proposed National Spot organization were a going concern, we could submit the solution to them. We would like you to submit it to the industry by publishing this letter.

Reduce so called "one-minute announcements" to fifty seconds. We maintain that by the judicious use of words, any product that can be sold in one minute can be sold in fifty seconds. For that matter, the necessity for keeping within fifty seconds might even result in eliminating some of the sound effects that are the real cause of listener annoyance with commercials. So, cut one-minute transcribed announcements to fifty seconds and live copy to one hundred words which can be read in fifty seconds.

The result would be that we could run three such announcements in 14½ minutes and still put on a station break following. If agencies, advertisers, national reps and transcription companies are concerned over loss of availabilities, here is a way for them to help themselves—by adopting a "fifty-second rule" so they can live under the "three-minute rule."

Movie Men Protest New Weekly 'Telefilm' Plan

DESPITE refusal of major film studios to grant permission, Telefilm Inc., Hollywood, will release its new television newsreel *Telefilm Snapshots*, containing clips of motion picture stars, to video stations nationally. With question never having been settled by standard motion picture newsreel companies, move may launch precedential test on how far contract rights to an actor extends. Newsreel shows Virginia Mayo, Danny Kaye, Jack Carson, Mickey Rooney, Frank Sinatra and Keenan Wynn, whose inclusion was protested by Samuel Goldwyn, Warner Bros., MGM.

AGENCY EXECUTIVES AT BANKERS MEETING

ADVERTISING agency executives, public opinion analysts and merchandising officials are sharing the platform with bankers at the 32d annual convention of the Financial Advertisers Assn., which opened yesterday at the Waldorf-Astoria Hotel in New York and will continue through Thursday, Oct. 9.

James M. Wallace, vice president of N. W. Ayer & Sons, and Dr. Claude Robinson, of Opinion Research Corp., Princeton, N. J., will report to the convention on results of a national opinion survey just completed for the Assn. of City Reserve Bankers. Chester Gilbert, manager of the retail finance division of Westinghouse Electric Corp., is slated to speak at the general session on "Effect of Installment Sales on Public Relations."

Eight business sessions and 26 departmental and clinic sessions are to be held during the convention. Speakers at the "FAA School Sessions" will include the following advertising executives: Frederick B. Ryan Jr., president, Ruthrauff & Ryan, "Planning Your Advertising"; Walter Weir, president, Walter Weir Agency, "Advertising Text and Copy"; Sanford Gerard, Lennen & Mitchell art director, "Advertising Design, Layout and Art"; Ben Dalgin, *New York Times* art and reproduction director, will cover "Advertising Production and Media" at the final school session on Thursday.

TESTIMONIALS

We Got 'Em!

MODERN BREWERY AGE
"The Texas Rangers musical show builds goodwill for Walter Beer"

"The Texas Rangers" transcriptions of western tunes are tops in quality of content. The price is reasonable — scaled to the size of the station and market. Available, too, *at cost* is an attractive song book for give-away or self-liquidating offer.
Write or Wire for Complete Details
The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
Geo. E. Halley, Mgr. Syndicated Features
PICKWICK HOTEL, KANSAS CITY 6, MO.

Showmanship
— in Programming
— in Merchandising
— in Promotion
That's what keeps listeners tuned in —and keeps KDYL advertisers happy!
KDYL
SALT LAKE CITY
UTAH'S NBC STATION
National Representative
JOHN BLAIR & CO.

Airmark of Distinction
The old Cowbell, for over 25 years, has been the signal to the Good Folks of Texas that their kind of program is On the Air.
WBAP
THE STAR-TELEGRAM STATION
SINCE 1922
ABC NBC
FORT WORTH, TEXAS
570 kc. 5,000 Watts
820 kc. 50,000 Watts
FREE & PETERS INC.
National Representatives

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

EDITOR, BROADCASTING:

Thanks so much for sending me your new Comparative Network Program-Sponsor Schedule . . . I find this schedule most helpful for easy reference, and will be happy to receive the new ones as you bring them out.

Harry Ackerman, Vice Pres.
Young & Rubicam
New York

* * *

EDITOR, BROADCASTING:

Thanks for publishing the Comparative Network Schedules. I keep it on my desk as a ready reference. I am sure it will continue to be a very useful piece of equipment.

T. J. McDermott
N. W. Ayer & Son
New York

* * *

EDITOR, BROADCASTING:

Thank you very much for the Comparative Network Scredules. Since the networks stopped publishing these I have missed them badly and am delighted that they will again be available.

Linnea Nelson
J. Walter Thompson Co.
New York

* * *

EDITOR, BROADCASTING:

This is one of the first pieces of promotional material that has come across my desk that has a real use.

Clarke A. Snyder
Bulova Watch Co.
New York

Gee, Mike: Thanks!

SINCE PUBLICATION of the first Comparative Network Schedules in our Sept. 8 issue, we have received many letters from subscribers, some of which are excerpted in "Open Mike." We had experimented for weeks with format, realizing that for greatest utility and reference value the Schedules should be reproduced on a double-spread, without trick foldings or jig-saw treatment. The Schedules, a copyrighted BROADCASTING feature, will be published the first issue of each month. Refinements will be made as we gain experience. We appreciate reader comments and the helpful suggestions which already have resulted in improvements. We invite criticism. Our desire is to make the Schedules as comprehensive and all-inclusive as the double-spread space limitation permits.

EDITOR, BROADCASTING:

The Comparative Network Schedule is a very handsome job. I assure you it will get a great deal of use in my office.

William B. Lewis
Kenyon & Eckhardt
New York

* * *

EDITOR, BROADCASTING:

Just a note to tell you how much we appreciate the Comparative Network Schedule which was published in the last issue of BROADCASTING.

This is indeed proving to be a very useful tool.

Mary Dunlavey
Pedlar & Ryan
New York

EDITOR, BROADCASTING:

I have at my elbow a copy of the Comparative Network Program Schedule and have used it a half dozen or more times since it was published. I can see where this information will come in very handy on a long-range set-up.

The schedules are reproduced most effectively and are very convenient, not only from a program angle but from a sponsorship angle.

I feel these monthly schedules will serve me immeasurably. Thanks for the good idea.

Betty Ruth Bruns
Ted Bates Adv.
New York

* * *

EDITOR, BROADCASTING:

Just a shortie to tell you how very much I enjoyed the insert in current BROADCASTING showing network comparative shows—extremely useful—hope you'll do it again in October.

Tim Kilduff
WSAI Cincinnati

* * *

EDITOR, BROADCASTING:

The Comparative Network Program-Sponsor Schedule contained in your current issue is the best thing that has come across my desk in quite some time. Would it be possible for us to get about six more of these?

J. C. Kellam, Gen. Mgr.
KTBC Austin, Tex.

* * *

EDITOR, BROADCASTING:

In your . . . issue you have the network comparative program chart as a center spread. When I saw the layout earlier this week my reaction was one of pleasure because, believe it or not, we have use for such a chart here. I also assume that there are many other organizations and commercial enterprises who would like to have such a chart, which has been unavailable since NBC discontinued their issue.

Howard J. London, Radio Director
The National Foundation for Infantile Paralysis Inc.
New York

EDITOR, BROADCASTING:

One of the most attractive features in the recent issue of BROADCASTING was your Comparative Network Program and Sponsor Schedules displayed in a colorful double truck spread.

Perhaps I am a little presumptuous but I should like to suggest that if you find others who agree and you find the job not an impossible one, such a schedule might become the desk piece for practically every subscriber to BROADCASTING Magazine. I know I removed it from the magazine itself and I am keeping it handy for have referred to it any number of times. It is really a very fine working tool.

Cy King
Station Director
WEBR Buffalo

* * *

EDITOR, BROADCASTING:

Just a note of appreciation for your Comparative Network Program-Sponsor Schedule as printed in your Sept. 8 issue of BROADCASTING.

This is indeed a helpful service to time buyers, as well as many other comparative uses. BROADCASTING is, as always, "on the ball."

Robert J. Roth Jr.
Director of Radio and Promotion
Byer-Rolnick Co.
Garland, Tex.

* * *

EDITOR, BROADCASTING:

. . . your new Comparative Network Chart . . . idea is excellent because it shows the complete weekly schedule on all networks at a glance.

Robert W. Buckley
Dancer-Fitzgerald-Sample
New York

D.C. FM Fight

THREE-WAY fight for remaining Class B FM channel in Washington, D. C., area (No. 290, 105.9 mc) was precipitated when WARL daytimer in nearby Arlington, Va., applied for the channel. WPIK Alexandria, Va., and Montgomery FM Broadcasting Corp., Silver Spring, Md., both have Class A FM grants but are seeking to change to Class B.

MORE LISTENERS THAN ANY TWO PRIVATE COMMERCIAL STATIONS IN THE HUNDRED MILLION DOLLAR RETAIL MARKET OF EASTERN CANADA

B.B.M.
5000 WATTS
630 KC

Ask Jos. Weed & Company
350 Madison Ave., N. Y.

CFCY

The Friendly Voice of the Maritimes
CHARLOTTETOWN

FCC Budget Request Hearing Today

Little Variance Is Seen From $7,300,000 Requested

FCC's 1948-49 budget request—expected to range between six and a half and seven and a half million dollars—will be presented to the Budget Bureau in sessions starting today (Monday).

The Commission is now operating under a $6,240,000 appropriation, its largest peacetime grant. FCC authorities have implied that any substantial cutback will depend primarily on "catching up" with the current workload. But, in the broadcasting field at least, the Commission has made only comparatively short strides in that direction since its current appropriation went into effect.

Observers consequently saw little reason to expect that the new request would vary much from FCC's original overall bid for $7,300,000 for 1947-48, even though the pace of new applications now appears to be slackening.

This belief was not weakened by collections that FCC Chairman Charles R. Denny, appearing before the Senate Appropriations Committee last June, ventured that "if we could clean up [the AM] backlog and be current by the end of this coming fiscal year [June 30, 1948], then we could cut back to a normal level, if the backlog is gone and nothing else occurs."

There appears almost no chance that the backlog will be "gone." Chairman Denny himself told committeemen that even if no new applications were filed "we would do well to be on a current basis by June 30, 1948." Applications are still coming in, although somewhat more slowly.

At another point, testifying before the Senate Appropriations Committee, Mr. Denny implied that the Commission might never take a real backward step—that ultimately the Commission would have to grow. He conceded that expansion will not continue at "anything like the rate it has been going in the last year." He noted that both 1946-47 and 1947-48 have been "abnormal" years. "After that," he said, "it may be that the size of the Commission staff can be reduced, but in 10 years it will have to be substantially bigger . . ."

It was not known late last week whether Chairman Denny, busy winding up affairs of the International Telecommunications Conferences at Atlantic City, would be able to attend the meeting with the Budget Bureau today. If he is absent it was thought that Comr. Rosel H. Hyde would lead in the presentation of FCC's case with respect to broadcast activities, with Comr. Paul A. Walker probably taking the lead in matters relating to common carriers.

It was thought that all Commissioners who are able to attend would be present, in addition to top-level staff executives. Comr. Robert F. Jones' attendance would find him in a new role—a year ago, as a member of Congress, he was on the House Appropriations Committee which passes on, rather than originates, budget requests. Besides the heads of the various departments, FCC's acting Executive Officer Kenneth Holl, formerly of the Budget Bureau, was considered almost certain to be on hand.

Procedure Followed

The conference with Budget Bureau officials normally consumes from one to two days. The Bureau then prepares its own estimates of the agency's needs, and these, perhaps with additional revisions, are ultimately transmitted to Congress in the President's budget message opening the new session in January.

Members of the Congressional appropriations committees, which last year held budget hearings on independent agencies in May and June, have indicated a desire to get the hearings under way much earlier this year—perhaps starting in November.

Two questions will be prominent in the minds of Budget officials when they start today's session and later when they prepare to get their recommendations in shape: (1) what has FCC accomplished under the appropriation granted for the current year, and (2) what is the size of the job it faces?

In the field of broadcasting, which occupies a major share of FCC attention, the records show that in number of grants FCC has moved much more slowly since July 1, when the appropriation became effective, than in other postwar months. This is attributed at least partially to the absence of three Commissioners attending international conferences and that summer months are "vacation months."

Authoritative but unofficial estimates place the number of AM new-station grants between July 1 and late September at about 75; in FM 80, and in television three. By comparison, in the period from September 1946 to September 1947, new-station grants approximated 576 in AM, 387 in FM, and 33 in television.

The overall broadcasting workload is lighter now than when FCC last went before an appropriations committee, in May and June, but the bottom of the backlog is not in sight. Chairman Denny reported then that there were about 1,000 pending applications for new AM stations or changes in existing facilities, with 291 for FM and 15 for television. Today there are approximately 1,100 for new or improved AM facilities, 13 for FM stations, and 16 for television.

NBC's Engineers Confer At Headquarters in N. Y.

NBC engineers from the company's offices in cities other than New York held their annual meeting last week with O. B. Hanson, NBC vice president and chief engineer and other members of the engineering department in New York. Administrative and operational problems as well as new equipment design and development for television and FM were discussed.

Visiting engineers included Albert E. Johnson, Washington; Howard C. Luttgens, Central Division; Samuel E. Leonard, Cleveland; Robert H. Owen, Denver; Alfred H. Saxton, Western Division, and Curtis D. Peck, San Francisco. F. A. Wankel, Eastern Division engineer, also was in attendance.•

Upcoming

Oct. 6-8: Assn. of National Advertisers annual meeting, Hotel Chalfonte, Haddon Hall, Atlantic City.

Oct. 6-9: Financial Advertisers Assn. Convention, New York.

Oct. 12-15: AAAA Pacific Council annual meeting, Ahwahnee Hotel, Yosemite National Park, Calif.

Oct. 13: RMA Section meetings, Roosevelt Hotel, New York.

Oct. 14: RMA Division and committee meetings, Roosevelt Hotel, New York.

Oct. 15: RMA Board of Directors, New IRE Bldg., New York.

Oct. 20: Clear Channel Hearing, FCC Hdqrs., Washington, D. C.

Oct. 23-25: Life Insurance Advertisers Assn. annual meeting, Chateau Frontenac, Quebec.

Oct. 24-25: Kentucky Broadcasters Assn. fall meeting, Irvin Cobb Hotel, Paducah, Ky.

Oct. 27-28: Canadian Assn. of Broadcasters Board of Directors meeting, Toronto.

Oct. 27-29: School Broadcast Conference, Hotel Continental, Chicago.

Oct. 29-31: Assn. of Canadian Advertisers annual convention, Royal York Hotel, Toronto.

Nov. 1: NARBA Engineering Conference, Havana.

Nov. 3-5: National Electronics Conference, Edgewater Beach Hotel, Chicago.

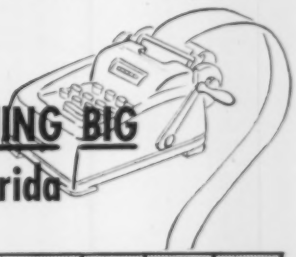
Nov. 8-9: Southwestern Assn. of Advertising Agencies fall convention, El Paso, Tex.

Nov. 13-15: National Assn. of Radio News Directors, Second Annual Convention, Washington, D. C.

FRANK U. FLETCHER, Washington radio attorney, has moved his offices from the Woodward Building to 418-419 Munsey Bldg. 1329 E St., N. W.

CANADA'S FOURTH MARKET
WINNIPEG
A "MUST" BUY
CKRC
630 KC. NOW 5000 WATTS
REPRESENTATIVE: WEED & CO.

WJHP
has added SOMETHING BIG
in Jacksonville, Florida



FIRST WEEKDAY MORNINGS
. . . plus
FIRST WEEKDAY AFTERNOONS
. . . plus
SECOND SUNDAY AFTERNOONS
. . . plus
SECOND TOTAL TIME RATED PERIODS

WJHP	Station B	Station C	Station D
28.9	23.0	20.5	27.2
28.9	27.4	22.1	19.9
26.1	32.2	19.6	18.6
24.5	26.7	23.5	23.0

equals SUCCESS STORY!

Reproduced above Hooper Share of Audience July - August 1947

For further information on our Success Story, call
JOHN H. PERRY ASSOCIATES
NEW YORK PHILADELPHIA DETROIT CHICAGO ATLANTA

WHO

is

"Listened-to-Most"

in **74** *of*

Iowa's 99 Counties

(during daytime)

•

Write for complete facts!

50,000 Watts
Des Moines

FREE & PETERS, Inc.
Representatives

NRDGA Plans Radio Awards For Stores Using Broadcasting

SECOND annual awards contest for best broadcasts by retail stores will be staged by National Retail Dry Goods Assn. Plans for the competition were drawn up last Monday at a meeting of NRDGA and NAB officials, held at the NRDGA New York offices.

Six types of programs will be eligible for participation in the national contest. They will be classified on the program's primary audience appeal. Types of appeal are children's programs, teenagers, women, men, farm listeners, and general family and miscellaneous.

Awards will be based on programs which best achieve objectives and reflect individuality and personality of the store's trading area. This factor will be more important than actual production quality.

Winners will be announced at the NRDGA's mid-January convention in New York. Entries will close in mid-December.

New feature of the 1948 NRDGA convention's radio session will be participation of the contest winners on the program at which awards are announced. Main purpose of the contest is to promote and reward good radio advertising by retailers.

Attending the meeting in New York were William T. White, Wieboldt Stores, Chicago; Howard Abrahams, NRDGA sales promotion manager; Walt Dennis, Allied Stores; Frank E. Pellegrin and Lee Hart, director and assistant director respectively of the NAB Dept. of Broadcast Advertising; J. Robert Gulick, WGAL Lancaster, chairman of the NAB Retail Subcommittee.

Mr. White has been tentatively named moderator of the convention radio session.

Bolling Co. Takes Over Universal on West Coast

WITH Universal Radio Sales headquarters in San Francisco having been discontinued as of Oct. 1, The Bolling Co., Chicago and New York, has taken over selective lists of Pacific Coast stations represented by former firm.

Bolling has established West Coast offices at 6757 Hollywood Blvd., Hollywood, with Barry Keit named West Coast manager. Mr. Keit formerly had been Los Angeles area sales manager of Universal. Simultaneously with switch Bolling has been named representative by KXLA Pasadena; KSFO San Francisco and KXA Seattle.

Baseball Ban Prompts WARL To Ask for Anti-Trust Action

AN INVESTIGATION of "monopolistic and restrictive broadcast practices of the major and minor baseball leagues of this country" was requested by WARL Arlington, Va. last week in a letter to the Dept. of Justice.

"The practice complained of is that of restricting the opportunity of radio stations to broadcast descriptions of baseball games played by competitive leagues," WARL declared, asking for "appropriate action under the anti-trust laws" if a Justice Dept. probe discloses monopolistic practices.

The letter, sent Thursday by Frank U. Fletcher, Washington radio attorney and half owner of the station, grew out of WARL attempts to line up permission to carry descriptions of games involving the New York Giants and the Brooklyn Dodgers. The Giants and Dodgers are in the National League while Washington, D. C., in whose metropolitan area Arlington is located, has a team in the American League.

Mr. Fletcher wrote that National League President Ford Frick told WARL he had no objection to such broadcasts "*provided* Clark Griffith owner of the Washington, D. C., Senators, did not have any objection." Mr. Griffith, according to WARL, "flatly refused to give his consent to any such broadcasts."

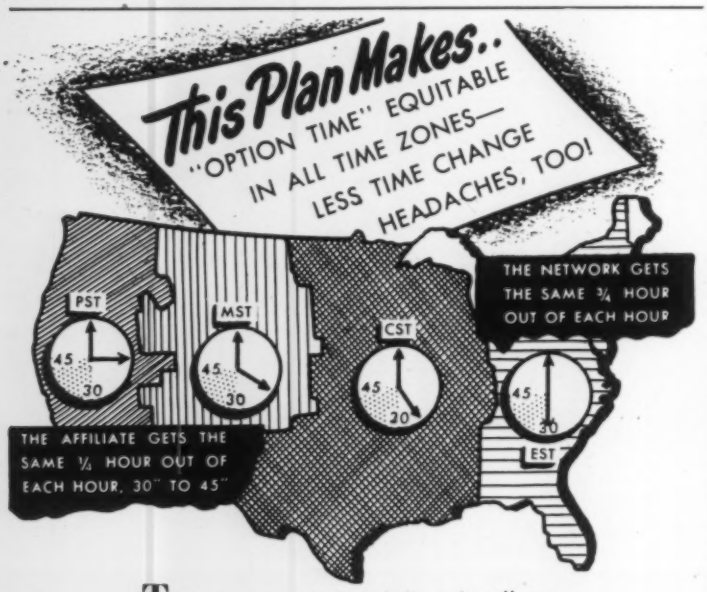
Mr. Griffith's reasons, the WARL executive wrote, "were (1) that such broadcasts might make less valuable the sale of the broadcast rights to the Senators' games, and (2) that there was an agreement among the Leagues 'not to invade each other's territory.'"

Mr. Fletcher said "other sources" led him to believe "that this 'agreement' is formalized into a written understanding." Whether it is or not, he added, "it is obvious from the illustration above that monopolistic broadcast practices are being carried out."

He said WARL "is advised that the same restrictive practice is followed where a town, not having a major league team, does have a minor league team. Here, if a local radio station desired to broadcast a major league game, it would not be permitted to do so unless the minor league team gave its consent. We are informed that instances have occurred which prevented the broadcast of the major league games."

Mr. Fletcher argued that "the major league baseball games belong to the American public, and that such stations or advertisers who are willing to pay a negotiated price for the privilege of broadcasting such games should not be deprived of such opportunity by virtue of a monopolistic agreement designed solely to hold up the price of the broadcast rights to a game in an entirely different league."

His letter, addressed to Assistant Attorney General John F. Sonnett, of the Anti-Trust Division, said "WARL will be more than pleased to give testimony as to the incident described above, and to cooperate in every way possible . . ." Meantime Mr. Fletcher undertook to gather data from other stations relating to their experiences in securing baseball broadcast rights, and urged those who had encountered situations similar to WARL's to communicate with him or the station.


This Plan Makes..
"OPTION TIME" EQUITABLE IN ALL TIME ZONES— LESS TIME CHANGE HEADACHES, TOO!
PST
MST
CST
EST
45
30
THE NETWORK GETS THE SAME ¾ HOUR OUT OF EACH HOUR
THE AFFILIATE GETS THE SAME ¼ HOUR OUT OF EACH HOUR, 30" TO 45"

The same ¾ out of each hour for all networks; the same ¼ for all affiliates. The Mosby Plan means less time clearance problems for state or regional networks with different affiliations . . . means local newscasts stay where you want them.

The ART MOSBY STATIONS

CBS **KGVO** 5 KW DAY • 1 KW NITE MISSOULA

KANA ANACONDA BUTTE 250 W

KGFM GREAT FALLS 5 KW (DEC. 1, 1947)

MONTANA

FRIENDS IN NEED!

WAIR has friends by the thousands throughout this rich, responsive market —and all of them are constantly in need of food, cosmetics, medicine automobiles—any and everything human beings require to keep alive, keep well dressed, keep beautiful.

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

Radio-TV Draw Huge Series Audience

Half-Million Estimated To Have Seen Games Via Television

BY RADIO and television the 1947 World Series between the New York Yankees and Brooklyn Dodgers was available to the largest out-of-park audience ever to receive a sports event, and this without any visible effect on the number of fans attending the series in person, as the opening day's game was watched by an all-time record series crowd of more than 73,000 persons.

First series ever to be televised, this year's games were seen in that manner by well over half a million viewers, according to industry estimates. Comparing these games with the Joe Louis-Billy Conn fight last year, video's biggest event to date when between 150,000 and 175,000 persons saw the fight that day, J. R. Poppele, WOR vice president and president of Television Broadcasters Assn., pointed out before the series started that "Now, with over 50,000 television receivers distributed in homes and public places throughout metropolitan New York, New Jersey, Southern Connecticut, the Albany-Troy-Schenectady area, Philadelphia, Baltimore and Washington, it is quite likely that 600,000 to 700,000 will see the Yankee-Dodger games."

Joint Sponsorship

The telecasts were jointly sponsored by Ford Motor Co., which had sponsored telecasts of the Dodgers home games throughout the season on WCBS-TV New York, and Gillette Safety Razor Co., for the ninth consecutive year sponsor of the World Series broadcasts on Mutual. Games were telecast by all stations within reach of New York by coaxial cable or radio relay and were originated by the three New York stations in turn, with Robert Jamieson, assistant manager of the Du Mont station, WABD, chosen to coordinate all video activities.

The broadcasts were within reach of 29,089,000 of the nation's 33,498,000 radio homes, Mutual reported, a million and a half more than last year as a result of power boosts for MBS affiliates in major markets, with even this figure further expanded by other stations into the network for the series only. In addition to the more than 500 stations broadcasting the games in the U. S., Hawaii and Alaska, the series was also carried by 64 CBC stations in Canada. Special broadcasts in Spanish were shortwaved to listeners in Latin America and the Armed Forces Radio Service also transmitted the series broadcasts by shortwave to service personnel abroad and at sea.

Coverage

Video set-up for the series rotated the telecast originals among the three New York stations, all of which broadcast all games. The video programs were also fed by coaxial cable to Philadelphia, for sumultaneous broadcasting by WPTZ and WFIL-TV, and to Washington, where the video World Series reports were carried by WTTG and WNBW. WRGB Schenectady also telecast the games for its audinece, receiving the signals from New York via the new microwave radio relay system which was formally put into use last Monday, day before the first series game.

The three New York stations cooperated in announcing the games as well as in picturing them. Bob Stanton, NBC video sports announcer, who did the play-by-play oral account for the Tuesday originated telecast by WNBT, handled color for Bill Slater, WABD sportscaster, on Wednesday when the game was picked up by WABD, and for Bob Edge, WCBS-TV sports announcer, on Thursday and Friday, when that station originated the programs. Mr. Edge was scheduled to assist Mr. Stanton on Saturday and Mr. Slater on Sunday and Monday, if the series ran that long.

Video pickups were directed for WNBT by Bill Garden, for WABD by Jack Murphy and for WCBS-TV by H. B. Swope Jr. Under orders from their sponsors, the stations did no experimenting with new techniques during the series.

Pre-Series Troubles

For television, the weeks immediately preceding the series provided more excitement than the games themselves. Rejection by Baseball Commissioner A. B. (Happy) Chandler of the $100,000 offer of Liebmann Breweries because a beer tie-up would not be good for baseball and of lesser offers from Ford and Gillette because they did not match the $100,000 figure set by baseball for the series video rights left hanging the question of whether or not the games would be televised until four days before the first game.

When Mutual, whose broadcasting contract for the series, which runs through 1951, also gives this network first video rights, failed to produce an acceptable offer, the three New York telecasters wired to Mr. Chandler a joint offer of $5,000 a game with a minimum guarantee of $25,000 for the series to televise it on a sustaining basis. John F. Royal, NBC vice president, followed up the wire with a personal visit to the commissioner's midwestern headquarters and, when this was finally turned down, made an offer of $65,000 on behalf of RCA.

Ante Upped

Since Gillette, by virtue of its sponsorship of the series broadcasts for nine years had a "moral prior right" to the telecasts, Mr. Royal made his offer for RCA subject to Gillette's refusal to match it. Gillette and Ford, whose original offer of $60,000 had been rejected earlier, agreed to up their ante by $2,500 each and the deal was made on that basis.

Meanwhile, Strauss Stores Corp., radio and automobile accessories retail chain in New York and New England, was "frantically trying to get in an $85,000 offer to sponsor the television baseball show exclusively," the company's president, I. M. Strauss, reported early last week. When they finally reached a baseball spokesman on Friday, Strauss representatives were told a deal had already been closed and they then went after Mutual to see if they could join the series sponsorship with Ford and Gillette.

(Continued on page 85)

RADIO'S THRILLING HALF-HOUR TRANSCRIBED DETECTIVE SHOW!

"BOSTON BLACKIE"

Radio's greatest point-per-dollar buy!

14.1

IN NEW ORLEANS

(HOOPER—DEC.-APRIL, 1946-47)

Consistently Beats All Competition on Stations From Coast-to-Coast!

WRITE

FREDERIC W ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 5, OHIO

Hollywood

New York • Chicago

WBTM

DANVILLE, VIRGINIA

*The Voice of the Rich Piedmont Region**

Now 5000 Watts

1000 Night

PHONE SANDY GUYER

DANVILLE 2350

** In a certified postcard survey just completed 79.7% of the replys in Danville, Schoolfield and Pittsylvania County show WBTM the outstanding favorite, as it has been for 17 years.*

American Broadcasting Company

GEORGE P. HOLLINGBERY CO.

National Representatives

Something to Crow about!

$52,000 worth of business

from $1300 worth of announcements

on CHANTICLEER!

That's the success story of an implement dealer who had a one-a-week announcement during 1946—something to really crow about!

Chanticleer

6:15-7:00 a.m. Monday through Saturday

WGY Schenectady, N. Y.

GENERAL ELECTRIC

Groceries

(*Continued from page 18*)

stations derived their income from commodity groups in this order: department stores, groceries, jewelry and silver, automotive, household equipment and medicine. Medium stations' sources were groceries, department stores, jewelry and silver, automotive, household equipment and medicine. For large stations, groceries, jewelry and silver, medicine, automotive, department stores and confections.

Management Group

AMERICAN Management Assn. held its personnel conference last Friday (Oct. 3) at New York's Pennsylvania Hotel with Ernest de la Ossa, personnel director of NBC, as presiding officer. "Employe Education and Opinion" was the general subject of the conference.

KNOW 5000 WATTS

SWEET MUSIC IN DOUBLE TIME

KUEI

TWIN FALLS • IDAHO

WEED & CO., *Representatives*

Yes, It's NEW in SPOKANE, WASHINGTON

•

Since September 1st

K NEW

5000 WATTS

Cleared Regional Channel

Mutual-Don Lee Network

★ Newest Equipment
★ Most Modern Studios
★ Experienced Personnel

"Reach the Rich Inland Empire With KNEW"

HARRY LANTRY, Manager

Gilman, Nicoll & Ruthman

National Representatives

COMMERCIAL PROGRAMS AND ANNOUNCEMENTS

Distributed by Type of Station and Commodity Advertised

COMMODITY	PROGRAMS (Total Commercial Time = 100%) Type of Station: Small 250w & less	Medium 500w to 5kw	Large 7.5kw to 50kw	Average All types	ANNOUNCEMENTS (Total Comml. Announcements = 100%) Type of Station: Small 250w & less	Medium 500w to 5kw	Large 7.5kw to 50kw	Average All types
Agriculture	1.7%	2.4%	1.8%	2.1%	1.3%	2.3%	0.9%	1.7%
Alcoholic Bevs.	1.9	2.1	1.6	1.9	1.8	3.0	2.6	2.4
Amusements	1.9	1.4	0.4	1.5	6.0	7.4	4.8	6.4
Automotive	5.9	8.4	6.6	7.2	9.0	7.6	5.8	8.2
Building Maters.	1.2	1.7	0.9	1.4	1.7	2.2	0.9	1.9
Civic & Polit.	0.3	0.1	--	0.2	0.2	--	--	0.1
Confections	0.9	1.6	2.2	1.4	1.0	1.6	5.2	1.6
Clnrs. & Lndrs.	0.7	0.9	0.4	0.8	2.4	2.5	0.8	2.3
Dept. Stores	7.1	7.8	4.5	7.1	17.3	14.3	5.5	15.1
Educational	0.6	0.1	0.1	0.3	0.4	--	0.1	0.2
Financial	2.1	1.2	2.4	1.7	2.9	2.8	1.9	2.8
Groceries	24.0	27.0	29.2	26.1	13.3	15.2	21.7	14.8
Household Equip.	5.8	5.2	3.5	5.2	8.3	7.6	1.5	7.4
Hotels & Rests.	0.8	0.4	--	0.5	4.7	2.4	0.4	3.4
Industrial	1.1	1.5	1.7	1.4	--	--	0.2	0.1
Insurance	1.4	1.5	1.3	1.4	0.5	0.7	1.0	0.6
Jewelry & Silver	2.6	2.4	1.6	2.4	11.2	8.8	14.1	10.5
Medicine	8.6	8.5	11.1	8.9	6.8	7.6	13.9	7.7
Miscellaneous	1.4	0.5	0.5	0.8	1.0	0.8	0.6	0.9
Musical Insts.	2.1	0.7	0.4	1.2	0.9	0.6	0.1	0.7
Office Supplies	1.3	1.4	1.7	1.4	1.1	0.8	0.3	1.0
Prof. Services	1.7	1.3	2.4	1.6	3.0	2.7	0.9	2.7
Publications	1.5	1.8	2.2	1.7	0.6	1.0	3.2	1.0
Public Utils.	0.7	0.7	0.3	0.6	0.6	0.7	1.0	0.7
Radio	1.4	1.2	0.4	1.2	0.8	0.8	0.4	0.7
Religion	9.0	6.1	0.4	6.5	--	0.4	--	0.2
Sporting Goods	0.5	0.3	3.6	0.8	0.3	0.4	0.3	0.3
Tobacco	3.2	3.0	2.8	3.0	0.2	0.6	1.1	0.4
Toiletries	8.0	8.4	15.9	9.3	1.0	3.9	9.4	2.8
Transportation	0.6	0.4	0.1	0.4	1.7	1.3	1.4	1.5
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Total Sponsored Time				Total Sponsored Announcements			

NOTE: Percentages are calculated from the LENGTH of the program in minutes so that long and short programs receive their proper weight.

Ban on FM

(*Continued from page 17*)

tension could be worked out, and expressed belief that by that time a satisfactory solution could be developed.

Mr. Petrillo told the news conference he had wired John Shepard 3rd, chairman of the board, Yankee Network, asking if Atlantic City reports were true which quoted him as saying the network was openly defying the union by duplicating without permission. He said Mr. Shepard had not replied.

Asked whether future negotiations after the current decision would be handled by the AFM and FMA, Mr. Petrillo said that was still undecided but he preferred that individual stations deal with the locals directly.

Attending the meeting for FMA in addition to Mr. Dillard were J. N. (Bill) Bailey, FMA executive director; Leonard Marks, FMA counsel; Morris Novik, Unity Broadcasting Co.; Edward Lamb, WTRT Toledo; Marion Claire, WGNB Chicago; Raymond Kohn, WFMZ Allentown, Pa.; William Fay and Arthur Stern, WHFM Rochester.

Continental Network plans to expand its program service this month, with daily offerings contemplated as soon as arrangements can be made. This goal would have been achieved sooner had not the union negotiations interfered.

To Expand Services

Starting in late October Continental will present the Navy Band for a ful-hour program Monday evenings, probably 8-9 p.m. The Army Air Forces Band will be resumed Oct. 30 Thursdays 9-10 p.m., originating in the Dept. of Interior auditorium in Washington. The Army Band is heard 8-8:30 p.m. Wednesdays. All three programs have WASH Washington as key station.

True Stories of the New York State Police, a Friday night feature, is heard in the half-hour preceding the 8:30-9 p.m. Stromberg-Carlson program.

Whitehall Sponsors

THE WHITEHALL Pharmaca Co., New York, will sponsor *Ze Manners* five times weekly, 7:45 p.m. on the Pacific ABC netwo effective Jan. 5. Product promoti has not yet been announced. Da cer-Fitzgerald-Sample, New Yor is the agency.

"I hate to cash in, boys, b WFDF has 'Break the Bank' tonight."

Revised Questionnaires Ease Work of Small-Staff Stations

REVISIONS in FCC's questionnaires on broadcast stations' "Employes and Their Compensation," designed primarily to ease the burden of paper work on stations having fewer than 15 employes, were announced by the FCC last week.

FCC said it felt that these changes "will complete its task, undertaken a year ago, of securing representative and reasonably complete data on the number, types, and compensation of broadcast station employes."

The revisions effective today (Monday), apply to Schedules 13-A and 13-B of Annual Report Form 324, which all stations and networks must file yearly. The new forms are for week ending Oct. 11.

Heretofore each licensee was required to file both schedules, No. 13-B being a detailed continuance of 13-A but dealing solely with non-supervisory program employes. Under the new method, each schedule will be complete and 13-A will be filed by stations having less than 15 employes and 13-B by networks and stations with 15 or more employes.

Revision of 13-A

The principal change is the shortening of the questionnaire for the smaller stations: Schedule 13-A. This becomes a one-page form which provides for the first time for a specific tally of "combination men" and eliminates all of the usual job-classification breakdowns within the various departments except for the breakdown between "supervisory" and "non-supervisory" employes and the new "combination" category.

The Commission estimated that "between one-third and one-half of all broadcast stations will be eligible to file the short schedule."

"Combination" men are those "whose work is divided between two or more of the major classifications listed on the report form." Each combination man should be reported only once. He should be listed on the appropriate line "in the major grouping (program, technical, etc.) in which he normally spends most of his time." If his time is about equally divided between two or more departments, he should be reported in the group "which, in your opinion, best describes his major work," according to instructions with new schedules.

Employes who perform two or more functions within a single department should not be listed as "combination" men but as supervisory or non-supervisory employes within the appropriate department.

Consolidation of Others

Schedule 13-B, a one and a half page form for networks and stations with 15 or more employes, is virtually a consolidation of what have been both 13-A and 13-B, "though in a simplified form," FCC explained.

There are some changes in computation methods which apply to both 13-A and 13-B. A new breakdown has been added—"Total Number of Actual Weekly Hours Worked" for (a) full time employes, and (b) parttime employes. This complements the preceding column, which is retained in the new forms, on "Total Number of Weekly Hours Scheduled." The "total compensation" column in the new forms applies to both scheduled hours and actual hours, not scheduled hours alone as heretofore, and requires a breakdown between fulltime and parttime employes.

The requirements for information on non-staff non-supervisory program employes in Schedule 13-B have been eased by calling for data only on (a) the number of parttime employes in each non-staff program classification, and (b) total compensation paid them. Nor is it any longer necessary to show the number of programs on which non-staff non-supervisory program employes worked.

FCC said returns filed on the new schedule "will be completed and tabulations from them are expected to be available for public use shortly after the first of the year."

WHNY-FM SERIES FEED REQUEST TURNED DOWN

REQUEST that MBS feed the World Series to WHNY-FM Hempstead, L. I., was received last week by Edgar Kobak, MBS president, from Elias I. Godofsky, president of the FM outlet. Mr. Godofsky contended that such action would "stimulate FM" and perform a "public service"—since WBAM, Mutual's New York FM outlet, is not yet on the air.

Mr. Kobak declined, however, explaining that MBS was feeding the series to only three areas where Mutual has inadequate coverage.

Mr. Godofsky expressed the opinion that Mr. Kobak's attitude has "set back FM seriously." He added that he was "anxious to have a New York area FM station broadcast the series to dispel the notion of some listeners that FM stations broadcast only serious music." Mr. Godofsky said, "I cannot help but think now, as I once did, that the networks would thwart the development of FM."

Alex Sherwood Named

ALEX SHERWOOD, head of eastern operations of Standard Radio, has been appointed vice president in charge of sales for the company, it was announced last week by Milt Blink and Gerry King, co-owners of the firm. Widely known in radio, Mr. Sherwood has been with Standard Radio for almost ten years. Before that he was active in the management and sales of several stations including KQV Pittsburgh and WISN Milwaukee. He is a former sales manager of Westinghouse Radio Stations Inc. Mr. Sherwood will still head the eastern operations.

Mr. Sherwood

Series

(*Continued from page 83*)

From the network they learned that this would involve obtaining the consent of those two companies, which proved impossible over the weekend. On Monday, when contact was finally established, Mr. Strauss said, his company was told that adding a third sponsor would "make video presentation most difficult."

Finally, A. A. Schechter, MBS vice president, who was in direct contact with Mr. Chandler, said that he regretted not receiving the Strauss offer earlier but that "he was positive that Comr. Chandler would insist on $100,000 if a third sponsor entered the video picture." He added that although this year's television audience does not justify his $85,000 bid, future option rights and a chance to crack the MBS-Ford-Gillette monopoly did make it worth while.

TOPS
in Nebraska's
2nd
Market!

Service —

Courtesy announcements, dealer letters, merchandise tie-ups, mailing pieces . . . all are part of KFOR's top service to advertisers. KFOR's promotion helps guarantee highest returns from your advertising dollar.

Performance

KFOR concentrates on serving the Lincoln area exclusively—gives you top performance every time. Your message will reach thousands of listeners who know that KFOR serves their interests and theirs alone.

Results!

Effective merchandising plus proper programming to a highly responsive audience insure top results. KFOR's "Service—Performance—Results" can make every penny of your time dollar profitable in Nebraska's 2nd market. Call Petry!

CHARLES T. STUART PRESIDENT AND EXEC. DIRECTOR — EXECUTIVE OFFICES—STUART BUILDING—LINCOLN, NEBR.

1240 KC BASIC ABC

KFOR

LINCOLN, NEBRASKA

HARRY PECK Station Manager

EDW. PETRY & CO., INC. • National Representatives

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

A 15% Christmas bonus will be paid to any live-wire station salesman anywhere who is first to sell either or both of The Cardinal Company Xmas open-end packages in his town. See your Commercial Manager for details.

Young woman who can write with a punch! 1000 watt midwest, regional network station desires to round out continuity staff with experienced writer who can produce strong, brisk sales copy and who "mikes" well. Start $65.00 per 48 hour week. Send sample copy, qualifications and photo to Box 461, BROADCASTING.

Wanted—Announcer with good voice, good delivery, for newscasts and other commercials. Ideal working conditions. Old, established network affiliate in progressive Pennsylvania community. Write Box 495, BROADCASTING.

Wanted—Operator-announcer, 250 watter network station in southwest. $65.00 for 48 hours. Box 571, BROADCASTING.

Local sales manager. Newspaper-owned, established network affiliate, lovely southern city in growing market, wants man with sales "know how". Salary and commissions. Send all details and photo. Box 587, BROADCASTING.

Wanted—Young energetic salesman. 250 watt network station, southwest. Box 572, BROADCASTING.

Metropolitan net affiliate in city of half-million population is accepting applications for announcing staff vacancy. Candidates must have good voice and minimum of two years' experience. Job pays $63.70 weekly for 46 hours. Send disc with around ten minutes of news and varied commercials, along with recent photo. Box 589, BROADCASTING.

Control engineer for Indiana station. Must have radiotelephone first class license. No announcing. Control experience preferred. Starting salary sixty-five to seventy-five in one year. In reply state experience, education, references and enclose snapshot. Interview is a necessity. Box 597, BROADCASTING.

Chief engineer wanted. 1000 watt affiliate in Georgia wants chief to supervise two operators and assume responsibility for technical operation and maintenance. Equipment in excellent condition. Pleasant working conditions. Send all details, salary and photo. Box 588, BROADCASTING.

Upstate New York NBC affiliate needs qualified news announcer. Income exceeds $65.00 weekly. Rush transcription and background to Box 600, BROADCASTING.

Wanted — Commercial man for New England daytime station. Must be willing to work. State salary expected, experience, etc. Box 605, BROADCASTING.

Radio script writer, immediate opening, national organization with headquarters in midwestern city. Permanent staff position. Writing assignments in national network field, established nationwide transcribed dramatic shows, local and regional broadcasts. Also, promotional and public relations activities. Advancement open to individual capacity. Position held for World War II veteran. Submit scripts, background resume with first reply. Address Box 608, BROADCASTING.

Wanted — Combination engineer-announcer. First class license holder. Announcing more important than technical ability. New station in small southern city. Box 610, BROADCASTING.

Wanted—Experienced time salesmen, daytime station in central Ohio. 15% commission against adequate drawing account. Chance for advancement to commercial manager. Give complete background, also photograph in first letter. Box 617, BROADCASTING.

1,000 watt NBC affiliate is increasing size of staff and needs two experienced commercial announcers. Prefer one man who can jockey discs and one who can handle some sports. Can also use good commercial writer. Send details immediately to KTBS, SHREVEPORT, LA.

Help Wanted (Cont'd)

Continuity writers from Iowa or surrounding states. One year's experience minimum. All types copy and script. Must be interested in constantly improving work. 5000 watt, ABC affiliate. Midwest aggressive, old established station, fine opportunity for person with initiative and ideas! Salary commensurate with ability. Send samples of work; qualifications, photo. Box 618, BROADCASTING.

Announcer-operater wanted. Experienced. Sober. Reference required. Salary commensurate with ability. Personal audition required. We are progressive network affiliate in Central N. Y. Pleasant working conditions. Reply Box 621, BROADCASTING.

Wanted—First class operator North Carolina station. Experience not necessary. If you are a combination man extra salary will be paid. If you drink do not apply. Box 628, BROADCASTING.

New station under construction, with peppy community-minded program policy to serve New England city of 50,000 now without local radio service, wants commercial manager to conquer $62,000,000 annual retail sales market. Excellent compensation for man of drive and demonstrated experience. Box 634, BROADCASTING.

Good announcer with first class license to grow with new Mutual affiliate. Announcing of primary importance. Better than average salary. Send picture and qualifications in first letter. Box 641, BROADCASTING.

Progressive, versatile announcer wanted on staff of regional southern station. Here is chance to do all kinds of mike work including news and special events. Permanent job. If you aren't good don't apply. Box 642, BROADCASTING.

Experienced program director for 250 watt network affiliate in the south. Give experience and salary requirements. Box 643, BROADCASTING.

WGCM Gulfport, Mississippi has opening for experienced announcer.

Time salesman for a prosperous southern market of two hundred thousand. Salary plus commission. Fulltime station soon to go FM. Box 644, BROADCASTING.

Wanted—Announcer with real ability as air salesman. Good voice and personality plus on mike. Send disc, photo, background, etc. Midwest regional. Box 645, BROADCASTING.

Sales engineer wanted who has had broadcasting station equipment installation or operation experience. Territory to be traveled is middlewest and southwest. State qualifications, age, etc. Salary would be based on draw and commission. Enclose photograph if possible. Box 646, BROADCASTING.

Combination man with ticket. Forty hour week—$77.50 weekly. CBS affiliate. Send air check. KOLO, P. O. 1129, Reno.

Transmitter operator, no control room operating. Car desirable, but not necessary. 250 watt AM installing 10 kw FM. WKPT, Kingsport, Tennessee.

Announcer—Experienced in all types. WAND, Canton, Ohio. Send ET.

Experienced time salesman—CBS affiliate. Must be sober, reliable, permanent and willing to work. Write or wire giving age, experience, marital status and salary required. Good position to right man. KAVE, Carisbad, N. M.

New 250 watter, open December 1, needs complete staff, including manager. Tell all, including salary expected, in first letter. KVLH, Pauls Valley, Okla.

Immediate opening for experienced radio copywriter, strong on retail copy, to take complete charge of radio department. If you are not satisfied with your present situation or earnings, here's your opportunity. A good, permanent position with one of America's outstanding radio advertising agencies. Send full details and copy samples. State age and salary desired. Confidential. Box 674, BROADCASTING.

Help Wanted (Cont'd)

Chief engineer-salesmen, announcer-technicians, copywriters, manager-engineers (southern stations). RRR, Employment Service, Box 413, Philadelphia.

Announcer opportunity with livewire Mutual affiliate. We believe in and deliver good radio. Applicants must have some experience and have a desire to learn. Housing available. Send details, disc, to Program Director, KHUZ, Borger, Texas.

Engineer with first class license FM experience preferred or one willing to learn FM in new station construction. WLOG-FM, Logan, W. Va.

Announcer with general experience. Send photo, audition disc and full information with first letter. WTMC, Ocala, Florida. No phone calls.

Experienced announcer for 5000 watt AM and FM NBC affiliate in service 21 years. Send photo, audition disc and complete information about schooling and experience. Car necessary. KSEI, Pocatello, Idaho.

Good announcer with first class license for NBC 5 kw 19-year-old station with congenial staff. Send disc and picture along with qualifications and salary requirements. KXLF, Butte, Montana.

Radio personnel—We have openings for junior and senior announcers, writers, producers, newscasters, sportscasters, operators, chief engineers, technicians. Wilson Employment Service, Union Commerce Building, Cleveland, Ohio.

Program director must be experienced. Good, permanent position with growing station. Send complete information to Allan Curnutt, KCBC, Des Moines, Iowa.

Salesman—Man for whom we are looking is doing very well where he is, as an outstanding citizen of his community with a fine radio background and a top sales record, but, who, because of health condition in his family; a boss who doesn't appreciate him or just a desire to live in "God's Country" wants to move to Florida. We offer our top sales job with a worthwhile commission against a good drawing account, plus a climate and growing community unequalled anywhere in the U. S. Please supply all details including snap photo in first letter and do not apply unless you can qualify. Write Reggie Martin, Radio Station WFTL, Fort Lauderdale, Florida.

Continuity supervisor—New 5 kw station in major progressive midwestern market desires experienced continuity supervisor. Immediate opening. Address Box 660, BROADCASTING.

Engineer, non-union, for new 5000 watt Western Electric station located western part of the country. Give complete data in first letter and salary expected. Box 661, BROADCASTING.

Announcer—Excellent permanent position with leading north central network regional. Must be experienced, versatile and capable of doing topflight news, ad-lib and disc shows. Salary commensurate with ability and experience. Tell your complete story in first letter. Box 662, BROADCASTING.

Newseditor-newscaster — Experienced in gathering, compiling, editing local and wire news for own newscasts. Some commercial announcing required. Major market station. Start at $100.00 per week. Give full particulars detailing past experience. Box 663, BROADCASTING.

Station manager for full financed 1 kw grantee in one of California's largest markets. Must have had experience in building station from CP. Opportunity for getting interest either by investment or bonus or both. This is an opportunity for a qualified man to make his experience pay in a connection with a future pleasant work and good living. Box 664, BROADCASTING.

Good announcer—All-round experience Send audition disc, photo and full particulars first letter. WERC, Erie, Penna.

Wanted—Engineer with first class ticket for AM-FM operation. Single person preferred. Living quarters furnished. WJTN, Jamestown, New York.

Wanted — Combination operator-announcer. Must have good voice. First class license. Best of working conditions. KPOW, Powell, Wyoming.

Combination engineers-announcers for FM station near Detroit, Michigan. Send complete information, disc and photo if posisble, to WJJW, Wyandotte News Company, Wyandotte, Michigan.

Situations Wanted

Newsman—Thoroughly experienced, intelligent rewrite — good, capable announcer — mature, sober, conscientious $75.00 minimum. Presently employed Box 333, BROADCASTING.

General manager available. 15 years experience all phases station operation. Married family man, top record and references. South only. Confidential. Box 493, BROADCASTING.

Listen to audition. Vet, radio newcomer. Professionally trained all phases announcing. Available for on-job-training. Travel anywhere. Box 521, BROADCASTING.

Manager—Experienced new construction and established operations. Married, have car. Prefer east of Mississippi. Available October 15. Box 525, BROADCASTING.

Eastern disc jockey, humorist. Box 526, BROADCASTING.

Engineer—1st class telephone, telegraph. Ham, communication experience. Young, ambitious. Will travel. Box 559, BROADCASTING.

Engineer. 1st phone, mechanically inclined, vet, married, RCA grad. Box 565, BROADCASTING.

Sportscaster available—Working knowledge of all sports, and play-by-play experience. References from leading radiomen in the country, who assure me that in a couple of years I'll be top-notch in the U. S. Not an egotist or bragger, just plain facts. Married, veteran, now employed. Try me just once. Go anywhere, salary secondary. Reply to Box 579, BROADCASTING.

Experienced station manager available within next two months. Seven years managerial experience. Over five years general manager southern California small market station. Currently general manager AM and FM newspaper-owned station. Experienced in newspaper radio station cooperation due to association with two such owned stations. Manager station that won Variety Showmanship Award three years ago. 39 years old. Married. College. Seeking real opportunity to become working partner or share in profits. Prefer western states. Box 580, BROADCASTING.

50 kw disc jockey, humorist. Highly experienced. Box 586, BROADCASTING.

Announcer—3 years experience all phases. Specialize serious music commentary. Prefer FM station. Box 6[illegible] BROADCASTING.

Nine years radio experience as program director for local and regional network programs. Also, special events and outstanding public service. Box 6[illegible] BROADCASTING.

Engineer. 1st phone, RCA graduate. Mechanical background. 3½ years Navy electrician. Will travel. Box 624, BROADCASTING.

Radio director—Theatrical, newspaper background. Six years broadcast experience at home and abroad, seeks out-of-town production spot. Box 6[illegible] BROADCASTING.

Announcer, vet, 25, graduate leading NY radio school. No dependents, pleasant disposition, will travel. Disc and photo on request. Box 626, BROADCASTING.

Announcer, experienced NY station. Handle pop and classical disc shows, newscasts, all type commercials. Vet, 3-A, available now. Will travel. Interested in position with opportunity. Box 6[illegible] BROADCASTING.

Chief engineer. 7 years experience. Can handle all details of new installations or changes. Best of references. Southeastern states. Box 629, BROADCASTING.

Interested only in New York City, Philadelphia or Washington, D. C. radio markets. 2¾ years experience. Pennsylvania and Connecticut state network broadcasts. Congenial, reliable, network quality voice, versatile. Desire immediate change. $60.00 minimum, good working conditions with permanency. No disc. I'll make personal appearance. All replies answered. Box 630, BROADCASTING.

AVAILABLE NOW
TOPFLIGHT PROGRAM DIRECTOR

Formerly with three of the nation's leading stations. Proven record with commercial and public service programs, local network and transcriptions. Excellent references. Write Box 632, BROADCASTING.

Situations Wanted (Cont'd)

Woman with know-how in every phase of commercial and public service broadcasting. Writes, produces, broadcasts, sells. Exceptional results. Best references. Box 631, BROADCASTING.

Announcer-script writer. Experienced. Grad leading New York announcing school. Single, vet. Will travel. Disc, photo. Box 633, BROADCASTING.

Announcer, 3 years experience, desires permanency, opportunity—repeat—permanency, opportunity. Discs, sports, news. Good commercial man. Married. Veteran. Disc, photo. Box 635, BROADCASTING.

Announcer and newscaster with friendly conversational delivery. Now employed network affiliate. University graduate. Single, experienced. No floater. Desires permanent midwest location. Box 636, BROADCASTING.

Announcer—Pleasing voice, good references and background. Go anywhere. Box 637, BROADCASTING.

Versatile announcer with key network station. Available for progressive network affiliate. $70 weekly minimum. Disc, photo, references. Box 638, BROADCASTING.

Experienced engineer wants transmitter engineer position Florida, Ohio, or Michigan stations. Married. Box 639, BROADCASTING.

Woman engineer, five years experience. Studio control and recording. Second class telephone license. Go anywhere. Box 640, BROADCASTING.

Versatile announcer, newscaster, disc jockey, special events; specialty sportscasting. Experienced. Bill Donaldson, 900 Wilshire Blvd., Beverly Hills, Calif.

Announcer, newscaster, disc jockey. Go anywhere. Bob Felman, 2003 Pelham Ave., West Los Angeles.

Love that job! Love that boss! But don't love New England winters. Brrrrr! Been saying that for 16 years as WDRC transmitter engineer, last 7 as supervisor. Also, experienced in advertising and radio writing. Will accept best offer from Florida, Texas, N. M., Ariz., or California. Franklin Keefer, WDRC, Hartford, Conn.

Technician with first phone license, five years radio repair experience and car seeking broadcast work. Bill Cameron, 495 Tenth Ave., San Francisco 18, Calif.

Engineer, 1st phone, station experience. College background. Will travel. Salary $50.00 start. Ted Braunstein, 190 S. 8th St., Brooklyn 11, New York.

Stop searching for a good announcer. Here's promising personality combined with capability. Veteran with college background, trained all types show reading Radio City school. Call Mount Vernon 7-3908 or write Jerry Teddy, 116 W. 7th Ave., Mt. Vernon, N. Y.

Announcer, vet, married, professionally trained all phases leading N. Y. school. Disc, photo on request. Will travel. Henry Mintz, 322 East 35th Street, New York City.

Two experienced radio announcers. Desire position together. Excel in play-by-play sports and disc shows. Work exceptionally well together. Valuable background in sales and continuity. Raymond Whitmer, 6651 S. Stewart Avenue, Chicago 21, Ill.

Announcer seeks position west of Mississippi River. Some experience, college graduate, vet, age 25. Now available. Photo and disc on request. Box 501, Mason City, Iowa.

Technician—1st phone. Two years operating experience (Army). Civilian schooling. Operational or maintenance work wanted—anywhere. Robert Gruber, 342 Saratoga Ave., Brooklyn 12, N. Y.

I have an announcer, that, due to climatic conditions, must make a change. This man desires midwest or far west. Married, one child. Good commercial and newsman. 23 years of age and veteran. If you are interested in this type of man, communicate with me. He is $65.00 week quality. Harold Gray, Managing Director, WFLO, Box 242, Farmville, Va.

Radio executive. 17 years experience with station, network, government and agencies. Now executive time buyer top New York agency. Desires leave New York and seeking manager or commercial manager spot in station or other appropriate connection. 40, married, college grad. Top references. Box 651, BROADCASTING.

Team. Husband—disc jockey, programming. Wife—Traffic, copywriter, woman's director. Advancement most important. Box 649, BROADCASTING.

Situations Wanted (Cont'd)

Construction-chief engineer. Recently completed 1 kw-3 tower station. Also, built 250 watters; fixed 2-way, mobile stations. $7500 yearly—US or overseas. Box 648, BROADCASTING.

Announcer wants to meet employer who recognizes talent. Object: employment. Single, 21, willing to travel most anywhere. Can do sports, news. Write or wire for voice disc. Walter Beck, 1380 Hyde Park Blvd., Chicago 15, Illinois.

Announcer—Vet, experienced. Handle commercials, newscasts and turntable capably. Will travel. Prefer midwest or west. Ted Knell, 4006 W. Jackson Blvd., Chicago, Illinois.

Dependable announcer for any radio station. Disc on request. Bill Borosak, 3225 S. Crawford, Chicago, Illinois.

First class transmitter technician desire transfer position with advancement opportunities. 5 kw experience and available at once. Jeff Rice, Jr., 706 West Central Ave., Bentonville, Arkansas.

First class phone, 3 years experience as radio serviceman. Graduate of two leading radio schools. Vet, 25, married, diligent, ambitious. Will furnish references. Desires permanent position with future. Box 652, BROADCASTING.

Commercial announcer who can sell. 5 years in radio. College-family man. Prefer midwest. Excellent references. Employer knows of this ad. Dick Crowley, 118 7th, Peoria, Illinois.

Play-by-play sports announcer. Presently manager 250 watter. Desires sports opportunity. Box 655, BROADCASTING.

Manager 250 watter. Desires better climate. Strong on sales and program improvement. Civic minded. Box 654, BROADCASTING.

Experienced engineer desires position with northeastern station. Box 656, BROADCASTING.

Announcer-writer. Married. Experienced vet. Have two years of college. Can do disc shows and sports. Box 657, BROADCASTING.

Experienced announcer-writer. Vet. Can ad-lib, do disc shows. Box 658, BROADCASTING.

If you are looking for a young man with commercial experience who wants to be trained as an assistant manager and a young lady to do women's and children's programs, along with some continuity and general announcing, write, today, Col. Davis, 517 Aldine Street, Chicago, Illinois. Have car. Western station desired.

Versatile—8 year man in broadcasting at 28. Past 4 with major 50 kw station. Have handled sports play-by-play, news for national accounts. Extensive experience in creative disc shows. Revised personnel cause for seeking change with brighter horizon. Box 659, BROADCASTING.

Announcer—Four years experience. Presently employed. Wish to locate in midwest. Can furnish the best references. Box 668, BROADCASTING.

Program director—Four years radio announcing experience. Presently employed. Wish to locate in midwest. Can furnish the best of references. Box 667, BROADCASTING.

Publicity-copy man (now with midsouth network) desires similar job with southern station. Editorial experience, 30 magazines. Box 666, BROADCASTING.

Women's director desires position with progressive middle western station. Box 665, BROADCASTING.

For Sale

Be prepared for power failures with our electricity generating units. Rebuilt, guaranteed. Gasoline and Diesel engine driven. Special offering: 28,000 watts, AC, 3 phase, 110 or 220 volts. Hobart generator; direct-connected to Hercules gasoline engine. Complete with panelboard $1295.00. Various other sizes. Write, wire, phone your requirements. Ace Machinery & Equipment Co., 366 Forrest St., Baltimore 2, Maryland. Lexington 0534.

RCA modulation monitor, made by General Radio, model 66-B, just taken out of service.—First check $150.00 buys it prepaid. KAVE, Carlsbad, N. M.

GE wire recorder. Factory rebuilt. Make offer. Engineering Department, Radio Station WJW, 1375 Euclid Avenue, Cleveland, Ohio.

For sale—Used AM Wincharger tower, 176 feet, in use only 6 years. Excellent condition. $2,000 FOB Kokomo, contact Joseph W. Jordan, Gen. Mgr., WKMO, Kokomo, Indiana.

NARBA Explosion

(Continued from page 15)

Atlantic City, be used as a Class 1-A channel in Saskatchewan and also recommends the creation of a "Class 5" group of stations which each nation would assign to its own clear channels and which would be operated with 50-w power. The main purpose of Class 5 stations would be to extend the service of dominant stations or networks in areas not served otherwise. They would be protected to the 4-millivolt groundwave contour.

Newfoundland asks to be assigned three Class 3-A channels to be operated with 5-kw each. She suggests 790, 930 and 980 kc for this purpose.

Haiti requests 1080 and 1130 kc for two Class 2 stations to be operated with 25 kw.

The Dominican Republic wants 650 kc (U. S. clear channel now used by WSM Nashville), and 945 (a mid-channel) and 1170 kc for operation of Class 2 stations. She also pledged cooperation to eliminate interference and requested that "a revision be made of the distribution of the channels, taking as a basis the acquired rights and the existing regional agreements."

The Bahamas aked that ZNS Nassau, now operating with 5 kw on 1540 kc, be kept clear of interference to permit ultimate increase to 50 kw.

For Sale (Cont'd)

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

For sale—Transformers (2) 50 KVA, Pittsburgh, type ODSC, single phase, IMPD. 3.6%, primary 4600 volts, secondary 115/230 volts. Transformer (1) 75 KVA, Pittsburgh type ODSC, single phase, 60 cycle, IMPD. 4.3%, primary 4600 volts, secondary 115/230 volts. Write WHOO, Orlando, Florida.

Two used Western Electric 109-AA reproducer groups in perfect condition $150.00 each. Write Box 363, Portsmouth, Virginia.

For sale—1 new Temco 250 GSC radio transmitter in Washington warehouse. Will accept best offer. G. D. Kincaid, Central Bank Bldg., Lexington, Ky.

Complete 5 kw installation consisting of Collins 21 DA transmitter, Johnson phasing and antenna units, General Radio frequency and modulation monitor, distortion meter and oscillator, Western Electric 2-A phase monitor, two 200' American Bridge towers. Has been operating on 1480 kc. Address inquiry to Karl Troeglen, Technical Director, KCMO Broadcasting Co., Kansas City 6, Mo.

Wanted to Buy

Wanted—Truscon self-supporting 90-mile antenna. Height not less than 168 feet above insulators with base triangle of 6 feet, 9 inches. Write, wire or phone Reggie Martin, Radio Station WFTL, Fort Lauderdale, Florida.

Closed corporation desires control or outright purchase of outstanding station, network preferred. Box 593, BROADCASTING.

Radio station. Group New York radio executives interested buying outright or controlling interest with active management in going profitable 250 watter. Box 650, BROADCASTING.

50 kw heat exchanger for water cooling system; new or used. Water or air-cooled. State conditions and capacity. Box 653, BROADCASTING.

Miscellaneous

Jockey's comedy script collection. $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, L. I., N. Y.

60 exceptional actor's auditions—men, women, children, character, dialects. $1. Personality-styled announcer's audition material, $1. Both, $1.75. National Script Service, 927 David Stott Bldg., Detroit.

SPEEDY INSTALLATION PUTS WMAL-TV ON AIR

SETTING a new speed record for installation of a television station, WMAL-TV owned by *Washington Evening Star*, went on the air with the nation's first high band TV transmitter last Friday night, less than a month after delivery of RCA equipment and transmitter. Former record was held by WFIL Philadelphia, which required 100 days for its television installation.

The RCA 5 kw transmitter and complete station equipment were delivered to WMAL on Sept. 1 and were completely installed by the station's engineers in time to telecast the Georgetown-Fordham football game Friday. Installation was made by Dan Hunter and Frank Harvey of WMAL with the assistance of John Dearring of the RCA Service Co.

Finch Elects James Fly, Ex-FCC Head, to Board

JAMES LAWRENCE FLY, former FCC chairman who is now a partner in a New York law firm, was elected to the board of directors of Finch Telecommunications Inc. at that firm's annual stockholders meeting last week in Passaic, N. J. Mr. Fly fills a vacancy created by the resignation because of ill health of Raymond B. Littlefield.

At the same meeting Capt. W. G. H. Finch was re-elected board president; Augustus J. Eaves and H. L. Pettey, vice presidents; Harold J. Frees, treasurer and controller, and Margaret Karkey, secretary. Those reelected to the board were Frank H. Bottenus, Frank R. Brick Jr., and Capt. Finch, all affiliated with Finch Telecommunications; Herbert A. Kent, president of P. Lorrilard & Co., and Mr. Pettey, director of WHN New York.

FOR SALE
PROFITABLE
SOUTHEASTERN
REGIONAL

A very clean, well-established operation located in one of the southeast's most desirable one-station markets. Facilities are far above the average and this station is consistently getting an increasing amount of local and regional business. It is showing excellent earnings which produce a very high return on the sales price of $100,000.00.

Write exclusive representatives

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C. — **James W. Blackburn,** 1011 New Hampshire Ave., National 7405

SAN FRANCISCO — **Ray V. Hamilton** 235 Montgomery St., Exbrook 5672

FCC Hearing Schedule

(Continued from page 18)

E

East Liverpool Bcstg. Co., East Liverpool, Ohio, (8171), 1490 kc, Nov. 10, Field.
Ellis County Bcstg. Co., Waxahachie, Tex., (8257), 730 kc, Jan. 26, D. C.
El Paso Bcstg. Co., El Paso, Tex. (7533), 1560 kc, Oct. 27, D. C.
Empire Bcstg. Co., Pomona, Calif., (8152), 680 kc, Jan. 19, Field.
Enid Bcstg. Co., Enid, Okla. (8030), 1490 kc, Feb. 23, D. C.
Erie Bcstg. Corp., Buffalo, N. Y., (8495), 1230 kc, Jan. 26, Field.
Erie Bcstg. Co., Erie, Pa., (8009), 1400 kc, Nov. 3, Field.
Eugene Bcstrs. Inc., Eugene, Ore., (7484), 1280 kc, Nov. 14,D. C.
Eugene Bcstg. Sta. (KORE), Eugene, Ore., (8008), 1280 kc, Feb. 20, D. C.
Evans, William Courtney, Dover, Del., (8425), 1490 kc, Apr. 13, D. C.
Evansville on the Air Inc. (WGBF), Evansville, Ind., (8305), 1280 kc, Nov. 6, D. C.
Everett Bcstg. Co. Inc. (KRKO), Everett, Wash., (8398), 1380 kç, Jan. 15, D. C.

F

Florence Bcstg. Co. Inc. (WJOI), Florence, Ala., (8304), 1280 kc, Nov. 6, D. C.
Foreen, Hilding V., Merrill, Wis. (8208), 1230 kc, Jan. 19, Field.
Fort Bend Bcstg. Co., Rosenburg, Tex., (8242), 980 kc, Nov. 6, Field.
Foulkrod Radio Engr. Co. (WTEL), Philadelphia, (8523), R, Mar. 15, Field.
Foundation Co. of Washington, Washington, D. C., (8279), 580 kc, Dec. 23, D. C.
Four States Bcstrs., Joplin, Mo., (7781), 1310 kc, Dec. 8, D. C.
Four States Bcstg. Co. Inc., Hagerstown, Md., (8510), 860 kc, Feb. 23, Field.
Francisco Rental Co., Victorville, Calif., (8153), 960 kc, Mar. 10, D. C.
Farris, Frank Mitchell Jr., Nashville, Tenn., (7765), 1410 kc, Dec. 1, D. C.
Frequency Bcstg. System Inc., Shreveport, La., (8161), 1050 kc, Feb. 2, Field.

G

General Electric Co. (WGY) Schenectady, N. Y., (8162), BS, Jan. 5, D. C.
Glens Falls Publicity Corp. (WGLN) Glens Falls, N. Y., (8404), 1230 kc, Feb. 3, D. C.
Grain Country Bcstg. Inc., Peru, Ill., (8064), 980 kc, Mar. 8, D. C.
Grand Canyon Bcstg. Co. (KWRZ) Flagstaff, Ariz., (8277), 600 kc, Mar. 23, D. C.
Great Lakes System Inc., Buffalo, N. Y., (8225), 1340 kc, Jan. 28, Field.
Greensboro News Co., Greensboro, N. C., (8205), 1400 kc, Nov. 12, Field.
Greer, Agnes Jane Reeves, Dover, Ohio, (8248), 1450 kc, Dec. 11, Field.
Griffith, H. J. Bcstg. Co., Parsons, Kan., (8191), 1310 kc, Dec. 8, D. C.
Griffith, H. J. Bcstg. Co., Norman, Okla., (8456), 1400 kc, Mar. 22, Field.
Grimwood, Fred O. (WTOM), Bloomington, Ind., (8451), 1490 kc, Mar. 1, D. C.
Gross, Jack Bcstg. Co., San Diego, Calif., (8115), 550 kc, Nov. 17, D. C.
Guilford Bcstg. Co., Greensboro, N. C., (8204), 1400 kc, Nov. 12, Field.

H

Hammond, Burton V. Jr., Denison, Tex., (8177), 1220 kc, Oct. 22, Field.
Hanna Bcstg. Co., Utica, N. Y., (8446), 1230 kc, Jan. 22, Field.
Hanover Bcstg. Co., Hanover, Pa., (8200), 1450 kc, Feb. 24, Field.
Harding College, Memphis, Tenn., (8047), 1400 kc, Dec. 1, D. C.
Harrell Bcstg. Co., Gainesville, Fla., (8118), 1450 kc, Dec. 4, Field.
Haupt, William R., Inglewood, Calif., (8323), FM, Jan. 21, Field.
Hearst Radio Inc. (WBAL), Baltimore, Md., (7400), R, Nov. 3, Field.
Heathcote Bcstg. Co., Scarsdale, N. Y., (8240), 740 kc, Mar. 8, Field.
Heights Bcstg. Co., The, Cleveland, (8266), 710 kc, Feb. 2, D. C.
Helm, Frank M., Modesto, Calif., (7830), 1300 kc, Jan. 12, D. C.
Hotels and Theatres Inc., Bluefield, W. Va., (8310), 1400 kc, Mar. 9, D. C.
Howdy Folks Bcstrs., Tulsa, Okla., (8428), 1340 kc, Mar. 17, Field.
Hughes, George M., Florence, S. C., (8482), 740 kc, Apr. 23, D. C.

I

Independent Bcstg. Co., Knoxville, Tenn., (8489), FM, Oct. 20, D. C.
Independent Bcstg. Co., Knoxville, Tenn., (8490), BL, Oct. 20, D. C.
Imes, Birney Jr. (WELO), Tupelo, Miss., (8384), 1460 kc, Nov. 24, D. C.
Inter-City Adv. Co., Greensboro, N. C., (8372), 1320 kc, Apr. 16, D. C.
Inter-City Bcstg. Co., Providence, R. I., (8496), FM, Mar. 1, Field.
Interstate Bcstg. Co. (WQXR), New York, N. Y., (8002), 1560 kc, Oct. 27, D. C.

J

Jacksonville Beach Bcstg. Co. (WJVB), Jacksonville Beach, Fla., (8106), 1400 kc, Dec. 1, Field.
Jerama-For Radio Corp., Caguas, P. R., (7998), 1240 kc, Jan. 5, D. C.
Johnson County Bcstg. Corp., Iowa City, Iowa, (8488), 800 kc, Apr. 15, D. C.
Joliet Bcstg. Co. (WJOL), Joliet, Ill., (6983), 1340 kc, Dec. 15, Field.
Jones, Fred Bcstg. Co., Tulsa, Okla., (8065), 970 kc, Mar. 8, D. C.

K

Kansas Bcstg. Inc., Wichita, Kan., (7952), 1240 kc, Dec. 17, D. C.
Kansas City Bcstg. & Telev. Co., Kansas City, Mo., (8415), 1380 kc, Mar. 15, Field.
Katzentine, A. Frank, Miami Beach, Fla., (8339), 810 kc, Jan. 5, D. C.
KCMO Bcstg. Co., Kansas City, Mo., (8338), 810 kc, Jan. 5, D. C.
Kelley, Roy C., Muskegon, Mich., (8407), 1490 kc, Dec. 11, Field.
KFEQ Inc., St. Joseph, Mo., (8367), 680 kc, Dec. 8, D. C.
Kickapoo Prairie Bcstg. Co., Springfield, Mo., (8435), 1340 kc, Apr. 5, D. C.
KIDO Inc., Boise, Ida., (8397), 1380 kc, Jan. 15, D. C.
KNOX Bcstg. Co., Galesburg, Ill., (8125), 1110 kc, Feb. 9, D. C.
KOOS Inc., Coos Bay, Ore., (8049), 630 kc, Nov. 20, D. C.
Kramer, John F., Cambridge, Md., (8255), 1430 kc, Nov. 13, D. C.
KRGV Inc., Weslaco, Tex., (8360), 1290 kc, Apr. 1, D. C.
KUOA Inc., Siloam Springs, Ark., (8359), 1290 kc, Feb. 13, D. C.
KVN Co., Benton Harbor, Mich., (7978), 1240 kc, Jan. 16, D. C.
KXRO Inc., Aberdeen, Wash., (8374), 1320 kc, Mar. 16, D. C.

L

Lake Bcstg. Co., Gary, Ind., (7185), 1560 kc, Oct. 27, D. C.
Lake Shore Bcstg. Co., Evanston, Ill., (7629), 1200 kc, Jan. 21, D. C.
Lake States Bcstg. Co., Milwaukee, Wis., (8119), 1510 kc, Jan. 21, D. C.
LaMar, Charles Wilbur Jr., Morgan City, La., (8302), 980 kc, Dec. 10, D. C.
Lavine, Max H., St. Cloud, Minn., (8130), 1240 kc, Jan. 14, Field.
Lawson, Weldon, Sequin, Tex., (8450 kc), 1400 kc, Mar. 22, D. C.
LeTourneau, R. G., Longview, Tex., (8506), 960 kc, Feb. 16, D. C.
Lewis Service Corp., Weston, W. Va., (8464), 1450 kc, Apr. 19, D. C.
Lincoln Bcstg. Corp., Lincoln, Neb., (8370), 1480 kc, Dec. 17, D. C.
Linder, Harry Willard, St. Cloud, Minn., (8129), 1240 kc, Jan. 14, Field.
Live Oak Bcstg. Co., Live Oak, Fla., (8117), 1450 kc, Dec. 14, Field.
Lockport Union-Sun Journal, Lockport, N. Y., (8224), 1230 kc, Jan. 26, Field.
Logansport Bcstg. Corp., Logansport, Ind., (8194), 1230 kc, Apr. 2, D. C.
Lyerla, Orville W., (WJPF), Herrin, Ill., (8385), 1460 kc, Nov. 24, D. C.

M

Mahoning Valley Bcstg. Corp., Youngstown, Ohio, (7709), 1240 kc, Dec. 18, D. C.
Manistee Radio Corp., Manistee, Mich., (8004), 1340 kc, Dec. 8, Field.
Massillon Bcstg. Co., Massillon, Ohio, (8249), 1450 kc, Dec. 11, Field.
Marquez, Dr. Francisco A., Aguadilla, P. R., (8138), 550 kc, Mar. 17, D. C.
Matta Bcstg. Co. (WLOA), Braddock, Pa., (8346), 1550 kc, Feb. 24, D. C.
Matta Bcstg. Co., Pittsburgh, Pa., (8472), FM, Nov. 6, Field.
McClatchy Bcstg. Co., Stockton, Calif., (8306), FM, Feb. 20, Field.
McClatchy Bcstg. Co. (KERN), Bakersfield, Calif., (8349), 1410 kc, Apr. 20, D. C.
McKee, Hugh Francis, Portland, Ore., (6356), 1450 kc, Nov. 24, Field.
McLean County Bcstg. Co., Bloomington, Ill., (8198), 1080 kc, Jan. 7, Field.
Metropolitan Houston Bcstg. Co., Houston, Tex., (8375), 1060 kc, Jan. 9, D. C.
Michigan Music Network Inc., Jackson, Mich., (8216), 1240 kc, Dec. 1, Field.
Midland National Life Insurance Co., Watertown, S. C., (8052), 950 kc, Feb. 25, D. C.
Mid-State Bcstg. Co. (WMMJ), Peoria, Ill., (8043), 970 kc, Mar. 8, D. C.
Midwest Bcstg. Co., Mt. Vernon, Ill., (7059), 1300 kc, Nov. 6, D. C.
Mission Bcstg. Co. (KONO), San Antonio, Tex., (8072), 860 kc, Nov. 17, D. C.
Mississippi Bcstg. Co., Inc., Starkville, Miss., (8493), 1230 kc Feb. 16, Field.
Model City Bcstg. Co., Anniston, Ala., (8388), 1390 kc, Jan. 14, D. C.
The Montana Network, Butte, Mon., (8299), 1560 kc, Oct. 27, D. C.
The Montana Network, Missoula, Mont., (8438), 1340 kc, Nov. 17, Field.
Monval Bcstg. Co., Monessen, Pa., (8274), 1050 kc, Apr. 13, D. C.
Mound Bcstg. Corp., Newark, Ohio, (8022), 1340 kc, Dec. 15, Field.
Mt. Pleasant Bcstg. Co., Mt. Pleasant, Tex., (8254), 1340 kc, Feb. 16, D. C.
Mt. Vernon Bcstg. Co., Mt. Vernon, Ohio, (8021), 1340 kc, Dec. 15, Field.
Mullens, John C., Phoenix, Ariz., (8156), 920 kc, Dec. 15, D. C.
Muller Bros., Hollywood, (8320), FM, Jan. 21, Field.
Muscle Shoals Bcstg. Corp. (WLAY), Muscle Shoals, Ala., (8383), 1460 kc, Nov. 24, D. C.
Muskogee Broadway Bcstg. Co., Muskogee, Okla., (8430), 1340 kc, Mar. 17, Field.

N

Naugatuck Valley Bcstg. Corp., Ansonia, Conn., (8246), 690 kc, April 12, D. C.
Nesbit, Walter Olin, Charlotte, N. C., (8458), 930 kc, Jan. 19, D. C.
News Publishing Corp., Charlotte, N. C., (7607), 1400 kc, Jan. 19, D. C.
Niagara Bcstg. System, Niagara Falls, N. Y., (8222), 1340 kc, Jan. 28, Field.
Nichols and Warriner, Long Beach, Calif., (8328), FM, Jan. 21, Field.
N-K Bcstg. Co., Muskegon, Mich., (8408), 1490 kc, Dec. 11, Field.
Norman Bcstg. Co., Norman, Okla., (8455), 1400 kc, March 22, Field.
Northeast Ga. Bcstg. Co., Gainesville, Ga., (8433), 1400 kc, March 22, D. C.
Northeast Radio Inc., Lawrence, Mass., (8283), 980 kc, March 4, Field.
North Jersey Bcstg. Co., Paterson, N. J., (8285), 930 kc, Nov. 26, D. C.
North Plains Bcstg. Co., Perryton, Tex., (8236), 1400 kc, March 1, Field.
Northwestern Indiana Radio Co., Valparaiso, Ind., (8218), 1080 kc, Jan. 7, Field.
Northwestern Theological Seminary, Minneapolis, Minn., (7922), 900 kc, Feb. 5, D. C.

O

Okefenokee Bcstg. Co., Waycross, Ga., (8063), 910 kc, Nov. 12, D. C.
O'Konski, Alvin E., Merrill, Wis., (8206), 1230 kc, Jan. 19, Field.
Orange County Bcstg. Co., Santa Ana, Calif., (8454), 850 kc, Jan. 19, D. C.
Ozarks Bcstg. Co., Springfield, Mo., (8380), 560 kc, Jan. 29, D. C.

P

Parish Bcstg. Corp., Minden, La., (8409), 1240 kc, Feb. 3, Field.
Thomas Patrick Inc., St. Louis, Mo., (8512), 1380 kc, March 29, D. C.
Pawtucket Bcstg. Co., Pawtucket, R. I., (8416) ML, March 13, Field.
Peffer, E. F., Stockton, Calif., (8185), 1140 kc, Jan. 26, D. C.
Pekin Bcstg. Co. Inc., Pekin, Ill., (8342), 1140 kc, Feb. 27, D. C.
Pennsylvania Bcstg. Co., Philadelphia, (8287), PCT, March 11 Field.
Peoples Bcstg. Co., Lancaster, Pa., (8390) 1390 kc, April 8, D. C.
Petaluma Bcstrs., Petaluma, Calif., (8121), 1490 kc, Feb. 16, Field.
Philadelphia Daily News Inc., Philadelphia, (7273), PCT, March 11, Field.
Piedmont Bcstg. Co., Greenville, S. C., (7924), 1240 kc, Dec. 4, D. C.
Pioneer Mercantile Co., Bakersfield, Calif., (6222), 1560 kc, Oct. 27, D. C.
Pittsburgh Bcstg. Co., Pittsburgh, (8473), FM, Nov. 6, Field.
Pleasant Valley Bcstg. Co., Oxnard, Calif., (8189), 910 kc, Jan. 15, Field.
The Ponca City Pub. Co., Ponca City, Okla., (8183), 960 kc, April 8, D. C.
Pontiac Bcstg. Co., Detroit, (8364), 1130 kc, Feb. 18, D. C.
Port Huron Bcstg. Co., Port Huron, Mich., (6987), 1450 kc, Nov. 24, B. C.
Pottsville Bcstg. Co., Pottsville, Pa., (8377), 1360 kc, March 29, D. C.
Public Bcstg. Service Inc., Enid, Okla., (8182), 960 kc, April 8, D. C.
Public Interest Bcstrs., Madera, Calif., (8146), 1230 kc, Jan. 12, Field.
Public Radio Corp., Tulsa, Okla., (8270), 1570 kc, March 8, D. C.
Public Service Radio Corp., Baltimore, Md., (7972), 1090 kc, Nov. 3, Field.

R

Raese, Richard Aubrey, Cumberland, Md., (8037), 1230 kc, Oct. 23, Field.
Radio Bcstg. Corp., Twin Falls, Ida., (8024), 1270 kc, Dec. 15, D. C.
Radio Bcstg. Corp., LaSalle-Peru, Ill., (8197), 1080 kc, Jan. 7, Field.
Radio Courier Inc., E. Liverpool, Ohio, (8432), 1490 kc, Nov. 10, Field.
Radio Modesto Inc., Modesto, Calif., (8356), 1360 kc, April 15, D. C.
Radio Phoenix Inc., Phoenix, Ariz., (7627), 960 kc, Dec. 15, D. C.
Radio South Inc., Jacksonville, Fla., (8105), 1400 kc, Dec. 1, Field.
Radio Station KTBS, Shreveport, La., (7598), 1480 kc, Dec. 3, D. C.
Radio Television Corp., Medford, Ore., (7753), 1270 kc, Dec. 15, D. C.
Read, Walter L., Petaluma, Calif., (8122), 1490 kc, Feb. 16, Field.
Redlands Bcstg., Co., Redlands, Calif., (8499), 990 kc, March 10, D. C.
Reichard, Hector, Aguadilla, P. R., (8434), 1240 kc, Jan. 5, D. C.
Reynolds, Donald W., Okmulgee, Okla., (8429), 1340 kc, March 17, Field.
R. I. Bcstg. Co., Providence, R. I., (8298), 1220 kc, Feb. 26, D. C.
R. I. Bcstg. Co., Providence, R. I., (8497), FM, March 1, Field.
Richardson, O. E., Joe Gibbs Spring, & Robert C. Adair, Crawfordsville, Ind. (8503), 1340 kc, Dec. 13, Field.
Ridson Inc., Superior, Wis., (8301), 1230 kc, March 24, D. C.
Ritter, Woodward M., San Bernardino, Calif., (8151), 680 kc, Jan. 19, Field.
Riverside Bcstg. Co., Riverside, Calif., (8154), 960 kc, March 10, D. C.
Roark, W. W., Kerrville, Tex., (8127), 1230 kc, Nov. 3, Field.
Roark, W. W., Coleman, Tex., (8140), 1230 kc, Oct. 27, Field.
Rochester Bcstg. Co., Rochester, Minn., (7876), 920 kc, Jan. 9, D. C.
Rock Creek Bcstg. Corp., Washington, D. C., (8027), 840 kc, Feb. 2, D. C.
Rockford Bcstrs., Rockford, Ill., (8315), 1440 kc, March 15, D. C.
Roderick Bcstg. Corp., El Paso, Tex., (8317), 600 kc, March 23, D. C.
Rodgers & McDonald Newspapers, Inglewood, Calif., (8327), FM, Jan. 21, Field.
Rodman, J. E., Fresno, Calif., (7125), 1060 kc, Nov. 3, D. C.

S

Sacramento Bcstrs. Inc., Chico, Calif., (8186), 1150 kc, Jan. 26, D. C.
Sague, Samuel R., Cleveland Heights, Ohio (8498), 1490 kc, Nov. 19, D. C.
Salt River Valley Bcstg. Co., San Diego, Calif., (8480), 550 kc, Nov. 17, D. C.
San Fernando Valley Bcstg. Co., San Fernando, Calif., (8329), FM, Jan. 21, Field.
San Gabriel Valley Bcstg. Co., Monrovia, Calif., (8471), FM, Jan. 21, Field.
San Joaquin Bcstrs., Fresno, Calif., (8145), 1230 kc, Jan. 12, Field.
Santa Monica Bcstg. Co., Santa Monica, Calif., (8334), FM, Jan. 21, Field.
Santa Rosa Bcstg. Co., Santa Rosa, Calif., (8247), 1240 kc, Apr. 6, D. C.
Savannah Bcstg. Co., Savannah, Ga., (8521), 690 kc, Apr. 22, D. C.
School of Radio Arts, Beverly Hills, Calif., (8321), FM, Jan. 21, Field.
Scott County Bcstg. Co., Sikeston, Mo., (8413), 1230 kc, Apr. 1, D. C.
Scripps-Howard Radio, Cleveland, (6916), 1300 kc, Oct. 22, D. C.
Seminole Bcstg. Co., Wewoka, Okla., (8025), 720 kc, Jan. 26, D. C.
Seward County Bcstg. Co., Liberal, Kan., (8235), 1400 kc, Mar. 1, Field.
Shaw, Raleigh M., Lawrenceville, Ill., (8150), 1300 kc, Nov. 6, D. C.
Shawano County Leader Pub. Co., Shawano, Wis., (8307), 550 kc, Mar. 5, D. C.
Skinner, T. Julian Jr., Charlotte, N. C., (8286), 930 kc, Jan. 19, D. C.
Southern California Bcstg. Co., Pasadena, Calif., (6737), 830 kc, Jan. 19, D. C.
Southern Idaho Bcstg. Co., Preston, Ida., (8168), 1500 kc, Dec. 22, D. C.
Southwestern Bcstg. Corp., Odessa, Tex., (8491), 1230 kc, Oct. 30, Field.
Spokane Bcstg. Corp., Spokane, Wash., (8060), 1230 kc, Nov. 20, D. C.
Springville Radio Co., Springville, Utah, (8505), 1400 kc, Jan. 5, Field.
The St. Andrew Bay Bcstg. Co., Panama City, Fla., (8507), 1400 kc, Nov. 17, Field.
The Starkville Bcstg. Co., Starkville, Miss., (8494), 1230 kc, Feb. 16, Field.

Nations Sign

(Continued from page 15)

so that they will be put on a sound engineering basis so as to conserve spectrum space and eliminate interference.

"We have firm confidence," Mr. Denny declared, "that the machinery which we have set up and the regulations which we have written will insure that radio will attain its full potentialities and make its maximum contribution to the education, safety, and comfort of men everywhere."

Pointing out that international collaboration in radio is almost as old as radio itself, due to the medium's inherent international characteristics, Mr. Denny reported that by 1932 the need for international regulations was apparent and the Madrid Conference of that year set them up and also created the International Telecommunications Union as "a loose association of nations which maintained a permanent secretarial staff but carried on its active work only at periodic conferences. In 1932 this was sufficient to meet the requirements of the times."

But it is not sufficient to meet the requirements of the postwar world, in which new services are using frequencies not even charted in 1938 when the Madrid regulations were revised at Cairo, Mr. Denny stated. "The Atlantic City conferences were called in an effort to bring the regulations and the international organization abreast of the art."

Seemed Impossible

The job of making "an almost completely new beginning" seemed perhaps an impossible task when the delegates assembled 20 weeks ago, Mr. Denny said, lauding the accomplishments of the conferences in providing for "a closely knit permanent international organization which can deal with communications as they arise" and in completing a comprehensive revision of the entire set of radio regulations covering every phase of international radio communications.

"In a larger sense," Mr. Denny concluded, "our conferences have done something more than simply write a good set of agreements in the communications field. Together we have taken another step toward the ultimate goal of successful worldwide cooperation."

Commenting on the conference achievements, Jarormir J. Svoboda, Czech delegate, pointed out that in creating the frequency board the conference had provided, for the first time in radio history, a body designed "to bring a logical, consistent and economical order in the use of the frequencies." He further stated that to his knowledge "no delegation has reserved the right to place in the additional protocol a statement about not following certain dispositions of the regulations." This is also a first in radio history, he stated, as "it is proof of the quality of the work accomplished in Atlantic City."

Credits Denny

Giuseppe Gneme, chairman of the Italian delegation, gave credit for "these auspicious results" primarily to "our young and highly esteemed chairman, Mr. Denny, who is always smiling, calm, alert and courteous, impartial and thoroughly informed on the whole subject. We express our deepest gratitude to him and we wish to assure him that we shall never forget the mastery and the great patience which he has manifested."

A few days before the windup of the International Radio and Telecommunications (plenipotentiary) conferences, the third conference of the Atlantic City summer sessions, dealing with high-frequency broadcasting, had been brought to a close by Mr. Denny, who was its chairman as well. Because of the limited time available for its deliberations this conference had confined itself to preparing the way for a more complete conference on high-frequency broadcasting, which covers the frequencies used for international broadcasting, to be held late next year in Mexico City.

Capt. Paul D. Miles, chief of the FCC's Frequency Services-Allocations Division, was elected chairman of the IFRB at the first meeting of that body. Capt. Miles, previously designated U. S. representative of the IFRB, will resign from the FCC to accept this five-year assignment [BROADCASTING, Sept. 29]. Capt. Miles was nominated by the delegate of USSR, with seconds from United Kingdom, Cuba, Czechoslovakia and Australia. There were no further nominations, giving a unanimous vote to Capt. Miles.

Alexander P. Shchetinin of USSR, was unanimously elected vice chairman and Gerald C. Gross, who had served as secretary of the radio conference, was named secretary of IFRB. Second meeting of the group was set for 3 p.m., Jan. 8, 1948, in Geneva, Switzerland, where the Provisional Frequency Board will hold its first meeting on Jan. 15, 1948. Capt. Miles will serve as chairman of the PFB as well as IFRB, with his president superior, FCC Commissioner E. K. Jett, who is slated to head the U. S. delegation to the PFB sessions, then submitting to Capt. Miles rulings as PFB chairman.

At the first meeting of the new administrative council of the International Telecommunications Union, the council elected five vice-chairmen, with Francis Colt De Wolf, chief of the State Dept. Telecommunications Division, receiving the most votes. Others are: Jean Laffay, France; A. Fortushenko, USSR; H. Townshend, UK; J. T. Hwang, China. These five then elected Mr. Fortushenko as chairman of the Administrative Council, which will hold its next meeting Jan. 20 in Geneva.

PRESIDENTS Layne Beaty (l) of National Assn. of Radio Farm Directors and John F. Hogan of National Assn. of Radio News Directors, discuss mutual problems in get-together at studios of WCSH Portland, Me. Mr. Beaty, farm editor of WBAP Fort Worth, toured New England last month gathering material for his daily farm program. Mr. Hogan is news and special events director of WCSH.

Strand Bcstg. Corp., Atlantic City, (8199), 1230 kc, Oct. 27, Field.
Steel City Bcstg. Corp., Gary, Ind., (8219), 1080 kc, Jan. 7, Field.
Stoll, Irwin C., Lansing, Mich., (8215), 1240 kc, Dec. 1, Field.
Suburban Bcstg. Corp., Upper Darby, Pa., (8232), 1170 kc, Jan. 30, D. C.
Sudbury, Harold L., Blytheville, Ark., (8046), 570 kc, Dec. 1, D. C.
Suffolk Bcstg. Corp., Coram, L. I., N. Y., (8435), FM, Feb. 25, Field.
Sagranes, Jacinto, Ponce, P. R., (8139), 550 kc, Mar. 17, D. C.
Supreme Bcstg. System Inc., New Orleans, (8517), FM, Nov. 5, D. C.
Surety Bcstg. Co., Charlotte, N. C., (8459), 930 kc, Jan. 19, D. C.

T

T-C Bcstg. Corp., Lansing, Mich., (8214), 1240 kc, Dec. 1, Field.
Terrell Bcstg. Corp., Terrell, Tex., (8176), 1220 kc, Oct. 22, Field.
Texas Gulf Coast Bcstg. Co., Corpus Christi, Tex., (8475), 1070 kc, Feb. 16, D. C.
Texas Star Bcstg. Co., San Antonio, Tex., (8079), 860 kc, Nov. 17, D. C.
Texas Star Bcstg. Co., Dallas, Tex., (8258), 740 kc, Jan. 26, D. C.
Thoms, Harold H., Spartanburg, S. C., (8144), 1440 kc, Dec. 4, D. C.
Times Pub. Co., Erie, Pa., (6900), 1400 kc, Nov. 3, Field.
Tower Realty Co., Cumberland, Md., (8424), 1490 kc, Apr. 16, D. C.
Triangle Bcstg. Assoc., Hackensack, N. J., (8340), 620 kc, Dec. 19, D. C.
Tribune Bldg. Co. (KLX), Oakland, Calif., (8379), 910 kc, Jan 14, D. C.
Tri-County Bcstg. Co., Luling, Tex., (8371), 1420 kc, Mar. 22, D. C.
Tri-State Bcstg. Co., Cumberland, Md., (7554), 1340 kc, Oct. 23, Field.
Twin Cities Bcstg. Corp. (WDGY), Minneapolis, Minn., (8363), 1130 kc, Feb. 18, D. C.
Tri-State Bcstg. Co., Sioux Falls, S. D., (8051), 950 kc, Feb. 25, D. C.
Tulare-Kings Counties Radio Assoc. (KTKC), Visalia, Calif., (7601), 940 kc, Nov. 3, D. C.
Twin Cities Bcstg. Corp. (WDGY), Minneapolis, Minn., (8395), BS, Feb. 18, D. C.
Tyler Bcstg. Co., Tyler, Tex., (8058), 940 kc, Feb. 5, Field.
Tytex Bcstg. Co., Tyler, Tex., (8040), 940 kc, Feb. 5, Field.

U

Union Bcstg. Co., Elizabeth, N. J., (8227), 1510 kc, Oct. 30, Field.
Union-Carolina Bcstg. Co., Union, S. C., (8074), 1230 kc, Feb. 10, D. C.
United Bcstg. Corp., Pittsburgh, Pa., (8348), 1490 kc, Nov. 10, Field.
Unity Corp. (WTOL), Toledo, Ohio, (8001) 1560 kc, Oct. 27, D. C.
Utah Valley Radio Bcstg. Co., American Fork, Utah, (8504), 1400 kc, Jan. 5, Field.
Utica Observer Dispatch, Utica, N. Y., (8445), 1230 kc, Jan. 22, Field.

V

Valdosta Bcstg. Co., Valdosta, Ga., (6863), 910 kc, Nov. 12, D. C.
Valverde Bcstg. Co., Oxnard, Calif., (8190), 910 kc, Jan. 15, Field.
Viking Bcstg. Co., Newport, R. I., (8284), 980 kc, Mar. 4, Field.

W

Wabash Bcstg. Co., LaFayette, Ind., (8447), 1340 kc, Dec. 13, Field.
Washington Bcstrs., Spokane, Wash., (8059), 790 kc, Nov. 20, D. C.
Washita Valley Bcstg. Co., Chickasha, Okla., (8000), 1560 kc, Oct. 27, D. C.
Washtenaw Bcstg. Co., Lansing, Mich., (8213), 1240 kc, Dec. 1, Field.
WAVE Publications, Vernon, Calif., (8442), FM, Jan. 21, Field.
WCOE Inc., Nashville, Tenn., (8023), 1410 kc, Dec. 1, D. C.
Weber County Service Co., Ogden, Utah, (8034), 1240 kc, Jan. 8, Field.
West Central Bcstg. Co., Tulsa, Okla., (8369), 720 kc, Jan. 26, D. C.
Western Ill. Bcstg. Co., Jacksonville, Ill., (8281), 1550 kc, Feb. 4, D. C.
Western Md., Bcstg. Corp., Hagerstown, Md., (8201), 1450 kc, Feb. 24, Field.
Western Okla. Bcstg. Co., Clinton, Okla., (8264), 670 kc, Feb. 13, D. C.
Western Ore. Bcstg., Reedsport, Ore., (8238), 1340 kc, Nov. 20, Field.
Western Penna. Bcstg. Corp., Pittsburgh, Pa., (8170), 1490 kc, Nov. 10, Field.
Western Reserve Bcstg. Co., Cleveland, Ohio, (7584), 1490 kc, Dec. 3, D. C.
Western Wash. Bcstg. Co., Puyallup, Wash., (8518), 630 kc, Apr. 2, D. C.
WFMJ Bcstg. Co. (WFMJ), Youngstown, Ohio, (8392), 1390 kc, Feb. 23, D. C.
WHB Bcstg. Co., Kansas City, Mo., (8422), 880 kc, Dec. 8, D. C.
White River Valley Bcstrs., Batesville, Ark., (8221), 1340 kc, Feb. 9, Field.
Wilkinson, Oral J., Murray, Utah, (8033), 1230 kc, Jan. 8, Field.
Williamson, Bert, Martinez, Calif., (8474), 1340 kc, Apr. 21, D. C.
Williamson Bcstg. Corp., Pikesville, Ky., (8259), 1240 kc, Nov. 19, Field.
Windham Bcstg. Co., Willimantic, Conn., (8423), 1340 kc, Apr. 5, D. C.
Woodard Bcstg. Co., Detroit, Mich., (8167), 840 kc, Oct. 20, D. C.
WMPS Inc., Memphis, Tenn., (8316), 680 kc, Mar. 1, D. C.
WSWZ Inc., Trenton, N. J., (8084), 1260 kc, Dec. 11, D. C.
WTAX Inc., Springfield, Ill., (8180), 1240 kc, Jan. 5, Field.
WZHD Inc., Warren, Ohio, (8076), 830 kc, Feb. 3, D. C.

Y

Yuma Bcstg. Co. (KYUM), Yuma, Ariz., (8399), 560 kc, Apr. 22, D. C.

Test of Thomascolor Is Planned by SEC

NEW Thomascolor camera lens, claimed to offer simplified color system for television, will be tested this week by the Securities & Exchange Commission, in Philadelphia, as part of its hearing on a $10,000,000 public stock sale.

The Thomascolor camera and a camera using existing colorfilm techniques will take motion pictures in Rittenhouse Square, Philadelphia, across the street from SEC offices. The films taken by the two processes will be compared. Cameras will be set up side by side and shoot the same object under same light. The films will be projected simultaneously on adjacent screens.

SEC's hearing has accumulated 1,500 pages of testimony on operation of the Thomascolor process, and the company has yet to present its side. The hearing followed issuance of an SEC stop order pending investigation of the process.

At Deadline ...

FT. MADISON AM GRANTED; BLUEFIELD PROPOSED

NEW STANDARD station at Fort Madison, Ia., on 1360 kc with 500 w daytime, granted by FCC Friday to Hawkeye Broadcasting Co. Same time in separate orders: Commission proposed to grant new station at Bluefield, W. Va. (250 w fulltime, 1240 kc) to Radio Bluefield Co. while looking toward denial of competitive request of Pocahontas Broadcasting Corp.; and proposed denial of Illinois Broadcasting Co. for new station at Centralia, Ill. (1400 kc, 250 w, unlimited) because of objectionable co-channel interference to WDWS Champaign, Ill., and WEOA Evansville, Ind. Comrs. Charles R. Denny, Ewell K. Jett and E. M. Webster did not participate in proposed rulings.

Hawkeye Broadcasting Co. is co-partnership: Willis L. Ashby, radio technician; Billy M. Barron, Chicago radio actor, and John F. Courrier, attending Radio Institute of Chicago.

Commission preferred Radio Bluefield because of greater ownership and day-to-day operation integration. Ownership of applicants:

Radio Bluefield Co.—Co-partnership: J. Lindsey Alley, ex-general manager WHIS Bluefield; George E. Sumate, owner Sumate Radio Service, wholesale and retail, and E. Barnard Jarret, manager and 87% owner, Southern Office Supply Co.; Both Messrs. Sumate and Jarret have been with WHIS.

Pocahontas Broadcasting Corp.—E. G. Otey, president, First National Bank of Bluefield and member West Virginia U. board of governors, president; Frank S. Easley, manager Bluefield Coal and Coke Co. and member, board of trustees, Bluefield College, Negro school, vice president and secretary; J. E. Craft, president, Consolidated Bus Lines, treasurer; and his son, Paul E. Craft, formerly with WBRW Welch and WHIS Bluefield. Each holds 25%.

PARAMOUNT REPLIES

PARAMOUNT PICTURES Inc. Friday told FCC its minority holding in Allen B. DuMont Labs. involves no control above that generally exercised by minority interest in any firm; that its minor holding is essentially no different from that of such stockholders in many corporations which now hold FCC licenses; that such status is not affected by provisions of Communications Act and presumably not within meaning of FCC's rules on multiple ownership. Commission earlier had ruled Paramount "controls" DuMont. Between two firms maximum five TV grants are held; applications for five more pend.

MBS FORUM ON PRICES

MUTUAL'S *American Forum of the Air* takes up price controls on tomorrow night's program. Fred G. Clark, general chairman, American Economic Foundation; Lawrence Fertig, financial columnist, Scripps-Howard Newspapers; Richard Gilbert, former OPA general counsel, and Robert R. Nathan, economist, will participate.

ULTRA FAX DEMONSTRATION

RCA PLANS first demonstration of its Ultra Fax, reputedly able to send 1,000,000 words per minute, sometime this month before FCC, Army, Navy, and other government officials at Statler Hotel, Washington, D. C. Exact date not set.

PETRILLO, NETWORK HEADS HOLD DINNER MEETING

NETWORK presidents and James C. Petrillo, president of AFM, held dinner meeting at Waldorf-Astoria, New York, Friday, first in series of preliminary discussions in anticipation of negotiations for new network contract in January. Understood FM duplication was to be discussed. Rep. Kearns (R-Pa.) attended.

Continental (FM) Network resumed AFM music at 8:30 p.m. Friday, using Rochester Civic Orchestra on series sponsored by Stromberg-Carlson Co. Petrillo relaxed Continental ban Wednesday (see page 17). Network carried Colgate Rochester Divinity School chorus and Sheboygan (Wis.) Chordettes, female quartet, at 8 p.m. on sustaining basis. They had been booked for sponsored period in case ban was not relaxed. Continental's *Modern Design* program not yet sanctioned by AFM head.

ABC planned to do West Coast repeat of *Abbot & Costello* by transcription, but repeated live because of AFM ban on live music for co-op shows in transcribed repeats. ABC may use chorus instead of orchestra if ban isn't lifted.

AGENCIES PREDICT NO CUT IN FOOD AD BUDGETS

CHICAGO ADVERTISERS indicated late last week that Government's food conservation program will have little effect on food advertising budgets. General Mills, following meetings last week with Dancer-Fitzgerald-Sample, will stress economy of cereal consumption, while packers, such as Armour and Swift, will urge customers to use left-over meats. American Meat Institute through Leo Burnett Co. Inc., will plug food conservation. Possible effect of government's huge purchases of grain may be shortage of beer, with breweries curtailing spots.

Mel Brorby, vice-president of Needham, Louis & Brorby Inc., Chicago, sums up by saying, "If manufacturers were able to carry on during war shortages, temporary reduced buying wouldn't incline them to get out of public eye now."

'VILLAGE STORE' TO KRAFT

KRAFT FOODS, Chicago, takes entire 6-7 p.m. (PCT) segment on NBC Pacific Coast Network for *Sealtest Village Store*. Sealtest and Kraft Foods are subsidiaries of National Dairy Products Corp., Contract placed by J. Walter Thompson Co.

MUTUAL INSURES MUTUAL

INTRODUCTION of pension-retirement plan for Mutual employees effective Oct. 1, was announced last week by Edgar Kobak, network president. Approved by co-operative network's seven stockholder member stations, plan will cover about 150 employes earning in excess of $3,000 annually and who have been with network at least three years. It provides for retirement at 65 and has concurrent life insurance features. Retirement plan arranged by Philip Broughton for network with Mutual Life Insurance Co.

RCA HOLDS SECOND CLINIC FOR STATION TV ENGINEERS

ENGINEERS from stations throughout U. S. participated last week in second RCA Television Engineering Clinic for those who missed first clinic last May. Week-long course described by RCA as "a comprehensive and practical training program." Attending were:

James Kyle WMBG, Earl W. Lewis WTVJ, K. A. West, Hans E. Inslerman, Fort Monmouth, N. M.; A. H. Saxton NBC, Hollywood; Howard Luttgens NBC, Chicago; S. E. Leonard WTAM, A. C. Anderson KTAR, Gilbert Rix WWJ, W. F. Coleman WTIC, A. E. Towne KSFO, Frank V. Bremer WAAT, Richard K. Blackburn WTHT, I. B. Robinson, Yankee Network, Boston; Leo M. Feller, Signal Corps, Belmar, N. J.; George Lewis, R. Craig, Jack Leitch, C. Robinson WCAU, Louis L. Lewis WOI, C. Richard Evans KSL, Philo Stevens WBEN Carl H. Menzer WSUI-KSU, A. F. Rekart KXOK, Harold Nebe WSMB, David Martin WMAR.

Closed Circuit

(*Continued from page 4*)

charging of premium power rates to subscribers with TV sets. Practice found in some small towns, allegedly inspired by business interests fearing stay-at-home influence of TV on families. Utilities in large cities take progressive view, on other hand, and are encouraging video development. Problem coming up at RMA board meeting Oct. 16.

IT NOW develops that Commissioner C. J. Durr was not offered full law professorship at Yale, but had been proffered summer teaching course only. Several other offers for professorships, however, are understood outstanding with likelihood that he will resign FCC post before year's end.

ATOM bomb shelter to be constructed for 3,000 employes and tenants of Chicago Tribune Bldg. will have radioactive-proof living quarters for all *Tribune* workers, including WGN staff, in the subbasement of newspaper plant. *Tribune* has employed two of nation's A-bomb experts, Dr. Walter H. Zinn and Dr. Raymond E. Zirkle, to conduct tests of stress analysis of reinforced steel and concrete of the *Tribune* tower building and WGN studios now under construction.

STILL CONCERNED about progress on "Line 1" and "Line 2" AM applications, FCC is reassigning some 15 engineers from other sections or from field to help with job of processing. Line 1 (relatively simple cases, engineering-wise) now is longer than at completion of temporary expediting procedure May 1. Reassigned engineers will be put to work primarily on these, at first. Line 2 (complex engineering cases), which was brought up to date during expediting period, is growing again but most of long-standing applications which cluttered it in pre-expediting days have been weeded out, authorities report.

EXTRACURRICULAR activity at recent NAB Convention in Atlantic City included unrelenting efforts on the part of owners of WQQW, Washington's hungry Blue Book station, to unload to WNEW New York, owned by Arde Bulova and Milton Biow. Bernie Judis, station manager, was hounded but wasn't interested.

Thank you, Gentlemen, For Those Kind Words...

We refer, of course, to the words of the distinguished panel of advertisers and agency men who served as the judges for *The Billboard's* 10th Annual Radio Promotion Competition. We are proud and honored to have had our entry voted FIRST in the Over-all Promotion Division and THIRD in the Public Service Promotion Division among all clear channel network affiliates.

Our thanks, too, to *The Billboard* for sponsoring this annual competition, and to the staff for their monumentcl task in preparing the excellent report on this year's entries.

WE QUOTE...

"WLW has long been recognized as one of the ablest operators in the many-angled field of promotion. The station's entry in this year's *The Billboard's* over-all competition bears this out. More than that, the entry, a compendium of information, shapes up as a veritable bible of promotional procedure. Scarcely a facet is untouched and all of the expository material shows an adult approach.

"The accent is not on the 'gimmick'; neither is it on the flashy or cute type of promotion which reads well but proves nonproductive. Rather, the WLW conception of promotion is all-embracing and involves the highest levels of activity in merchandising, audience building, and test planning. Unlike the promotional operation of most stations, that of WLW has an architectural quality. It has structure and it is many-dimensioned. It succeeds in selling the station's programs to listeners, the virtues of WLW to time buyers, and thru special services it helps the merchant with his problems."

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

CROSLEY BROADCASTING CORPORATION